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ABSTRACT

This manual presents guidelines for starting and running a child restraint rental program to provide car seats and safety belts. Briefly discussed are reasons for starting a child restraint loan program, how such a program works, and information on similar programs. Issues of staffing, space needs, supplies, and equipment are addressed and step-by-step instructions are presented for choosing what restraints to handle, getting the first group of restraints, deciding on rental fees, selling new restraints, helping others sell or swap restraints, and attracting customers. The typical procedures to follow in loaning a seat are outlined in detail and questions of liability and evaluation are discussed. Appendices, which comprise the bulk of the manual contain: (1) descriptions of some typical programs, (2) a list of safe infant/child restraints, (3) a list of manufacturers of child restraints, (4) an application for Michigan retailer's license, (5) sample rental forms, (6) a sample return reminder letter, (7) a guide for the publicity committee, (8) a sample news release, (9) procedures for observing the use of child restraints and safety belts, and (10) recommended audio-visual and printed materials. Two booklets from the list of 16 educational printed materials available from the Michigan Office of Highway Safety Planning are included. (JMB)

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LOAN A SEAT FOR SAFETY

How to Establish and Operate an Infant and Child Restraint Loan Program

A Project of
Michigan's
Motor Vehicle Occupant Protection Program

PS011177

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Do You Care Enough About the Way Your Children Ride?

Children are breakable

In normal, every day wear-and-tear, children hold up very nicely. But in a car that stops suddenly or crashes, many children don't do well at all.

Why? Because so many parents don't realize how dangerous the automobile is to young children. And they haven't done anything to protect their children.

Imagine a car traveling at just 30 mph. That's the speed the passengers are traveling, too. Then there's a crash . . . and the car stops. But the passengers keep moving at 30 mph until they are stopped by something . . . with the force of a fall from a three-story building. That can be rough on anyone, especially a child.

The fact is, the most common causes of death and injury to children in automobile crashes are:

- being thrown into the windshield, dashboard, some other part of the car, or into another passenger;
- being crushed by adults who are not wearing safety belts;
- being thrown from the car.

Maybe you can understand how automobile crashes are the Number 1 killer of children ... ahead of all other types of accidents and all diseases. They also are a major cause of epilepsy and paraplegia.

But there is an easy cure for this epidemic: **child restraints and safety belts.** They slow you down with the car in a crash and keep you from hitting anything hard. You just have to care enough about your children's future to make sure you and your children always use them.

If you do care, this pamphlet will tell you how to find what you need.

What to consider before you buy

What is the best and safest restraint for you to buy? It's any dynamically tested restraint that you and your child are willing to use properly and every time. There is no one restraint that is best for every family.

When you shop, examine each restraint carefully and read the instructions. Don't rely just on the comments of the sales clerk. Be sure you understand how each restraint must be used. Then, try the ones you like with your child in your car.

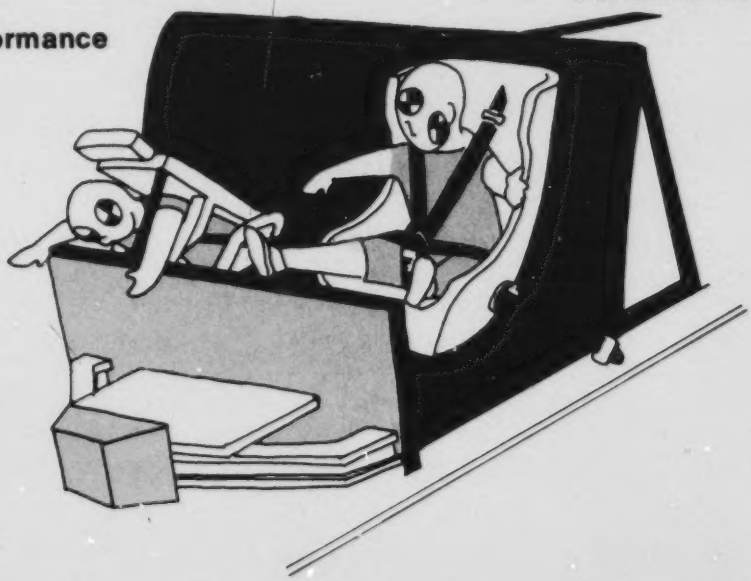
Is it safe?

The main purpose of buying a restraint is to protect your child from injury in a crash. To be certain the one you select is strong enough to do its job, look for a device that has performed satisfactorily in a **dynamic test.**

In a dynamic test, a restraint is anchored to an automobile seat, which is mounted on a sled. A child-sized dummy is buckled in the restraint. Then, the sled is subjected to a simulated 30 mph crash. Only those restraints that hold together and protect the dummy are considered to perform "satisfactorily."

Good Performance

Poor Performance



By 1981, a new federal safety standard will be in effect requiring good dynamic test performance of all restraints produced from then on. Until that time, how will you know which restraints give the best protection? Follow the advice in the "shopping guides" distributed by many concerned organizations, such as Physicians for Automotive Safety, Action for Child Transportation Safety, and the Michigan Office of Highway Safety Planning (M.O.H.S.P.).

The M.O.H.S.P. "Family Shopping Guide for Infant and Child Automobile Restraints" is available free upon request. (See address on back.) This regularly updated pamphlet contains detailed illustrations of all the restraints in production at the time of printing for which test data proving satisfactory dynamic test performance had been received.

Can you use it properly?

Some restraints cannot be used in certain model vehicles or in certain seating positions. See if the restraint will fit where you want to use it in your car. Make sure the lap belt will fit around it and adjust **snugly**. If a top anchor strap is needed, be sure you have a safe place to attach it. (Read the instructions carefully.) If your child will have to travel regularly in several different vehicles, can the restraint you like be anchored safely in each vehicle?

Will you use it?

Some restraints require much more buckling, fastening, and anchoring than others. See how long it takes you to anchor the restraint to the vehicle seat and to fasten your child (or a doll or teddy bear) in the restraint. If it seems like too much trouble, look for a simpler system. (Just realize that practice will make the job somewhat easier.)

Don't forget to consider your child's opinion. If he or she isn't comfortable, you won't get much cooperation. There are many good restraints on the market and they vary greatly in seating height and angle, hip and shoulder room, harness and shield design, and padding. One or even several will make you and your child happy. **Shop carefully and try before you buy.**

The safest restraint will not protect your child unless both of you are willing to use it properly and every time.

Can you afford it?

Safely-constructed infant and child restraints are sold at a wide range of prices. A restraint might cost about one-tenth of what you probably pay each year for the optional collision insurance on your car. Since your child is so much more important than your car's fender, the small cost of a restraint should seem like a great bargain.

But if money is a serious problem, see if any of the service organizations in your town are renting restraints. If they are not, ask them to consider it. Complete details on starting a project to rent or even sell restraints can be obtained from the Michigan Office of Highway Safety Planning.

Keeping your infant safe

Your arms usually are a very safe place for your infant, but not when riding in a car. In only a 20 mph crash, for example, your 15 lb. baby would be thrown forward with a force of **300** lbs. Even if you are held in place with a lap-shoulder belt, you have little chance of holding on to your child.

This fact was dramatically proven in tests conducted by the Highway Safety Research Institute at the University of Michigan. Male and female adult volunteers were anchored to a seat with lap-shoulder seat belts. Each volunteer held a 17 lb. dummy to represent the average six month old baby. In a series of tests simulating the effects of 15 mph and 30 mph impacts, not one volunteer could hold on to the "baby." Even knowing when the "impact" would occur and using all their strength, the "baby" was ripped from their arms.

What can you do to protect your infant? **Put your baby in a safely-constructed infant restraint seat . . .** beginning with that very first ride home from the hospital. The baby rides in comfort in a backward, semi-reclining position so that collision forces can be spread over its entire body. A built-in harness holds the baby while the lap belt holds the restraint seat firmly in place.

An infant restraint seat gives your baby the best protection available if you must suddenly stop or swerve, or if you are involved in a crash. Knowing your baby is safe, you can concentrate on driving and avoiding danger.

A.

Infant Love Seat
20 lbs., 26 inches
General Motors
Chrysler
Ford

In selecting a seat for your infant, you can choose a model designed only for infants up to 17 or 20 lbs. (examples A, B, C). Or, you can choose a larger restraint designed for infants and toddlers up to 40 lbs. or more (examples D, E). **Whatever your selection, the safety of your infant depends upon your facing the restraint towards the back of the vehicle, buckling the harness, and anchoring the restraint with the vehicle lap belt.**

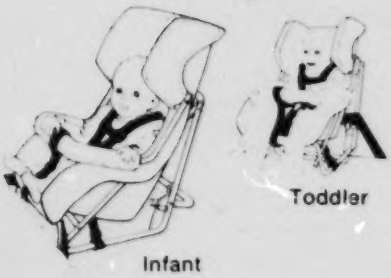
B.

Dyn-O-Mite
17 lbs., 26 inches
Questor

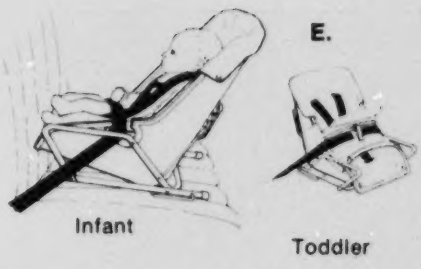
C.

Trav-L-Ette
17 lbs., 26 inches
Century

D.



Trav-L-Guard (# 4448)
Convertible
43 lbs.
Century



Bobby-Mac Two-In-One (#810)
Convertible
40 lbs., 30 inches
Bobby-Mac

Do not confuse infant restraint car seats with ordinary "feeder seats," "car beds,"* or cloth infant carriers that are worn over an adult's chest. These devices are **not** designed to protect an infant in an automobile crash and **should not be used in a car.** Instead, look for a restraint that has performed well in a simulated crash test. (See page 4.)

If you chose a restraint which offers several reclining positions, be very careful to use **only** the reclining position recommended for a rear-facing infant. Any other position will greatly reduce the protection given your child.

Infants should ride next to an adult and, if possible, in the back seat, because that is the safest place in a car. They also should ride in the backward-facing position as long as they are comfortable. But sometime between 7 and 12 months of age, when they can sit up by themselves, most babies will want to be in a forward-facing restraint.

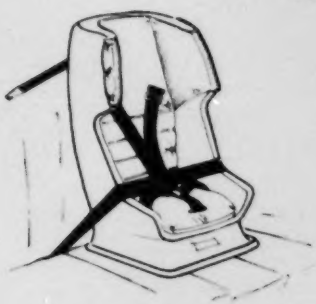
* No car beds now sold in the United States provide crash protection.

Keeping your 1 to 4 year old safe

Because young children are small and have soft, flexible bones, regular safety belts are not the best way to protect them from injury. A child needs a special restraint system to spread the forces of a crash over a large body area. (But a child **always is safer** with a lap belt than without any protection.)

There are many different models of restraints on the market which give good crash protection for children if used properly. And it is easy to become confused when shopping for the one best suited for the needs of your family. Just keep in mind that there are only **two basic systems** for safely spreading the force of a crash. (The examples shown below perform satisfactorily in dynamic tests.)

(1) **The five-point harness:** It crosses the shoulders and the hips and comes up between the legs, and is attached to plastic seats like these.



Child Love Seat
17 to 40 lbs., 40 inches
Top anchor strap
General Motors

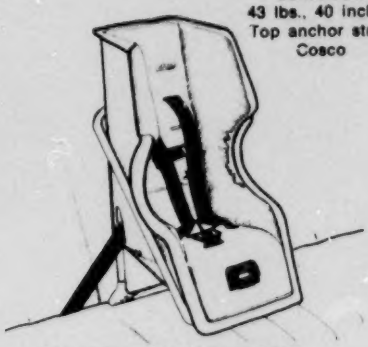
Kantwet Fitz-All Deluxe (# 597)
17 to 43 lbs., 43 inches
Top anchor strap
Questor

Bobby-Mac Super Car Seat (# 814)
Convertible
40 lbs., 40 inches
Top anchor strap
Bobby-Mac

Toddler Car Seat (# 595)
18 to 43 lbs., 42 inches
Strolee

Peterson Safe-T-Seat (# 78)
Convertible
43 lbs., 40 inches
Top anchor strap
Cosco

Kantwet Care Seat (# 987, # 988)
Convertible
43 lbs., 43 inches
Optional top anchor strap
Questor



Safe N'Easy Recliner (# 13-313)
Convertible
40 lbs., 40 inches
Cosco

Woe Care Car Seat (# 597 S)
Convertible
43 lbs., 42 inches
Top anchor strap
Strolee

(Recommended for use only in forward-facing toddler position.)

A "pull-down armrest" hoop does not substitute for a harness. An unharnessed child could be injured by it or thrown out over it. **Always fasten the harness.**

(2) **The C-shaped shield:** Some restraints rely on the shield alone; others use the shield in combination with a harness.

Tot Guard (Shield)
20 to 51 lbs.,
19 to 28 inches
sitting height
Ford

Mopar Child Shield
21 to 50 lbs.,
30 to 40 inches
Chrysler

Young
Toddler
Position

Peterson Safety Shell (#75)
Convertible
40 lbs., 40 inches
Side anchor strap
Cosco

Bobby-Mac Deluxe (#812)
Convertible
40 lbs., 40 inches
Bobby-Mac

While the shield or harness will hold the child in place, every restraint system must be anchored with the vehicle lap belt. Some models also must be anchored with a **top anchor strap.** A side anchor strap is needed on a few models for stability in side impacts.

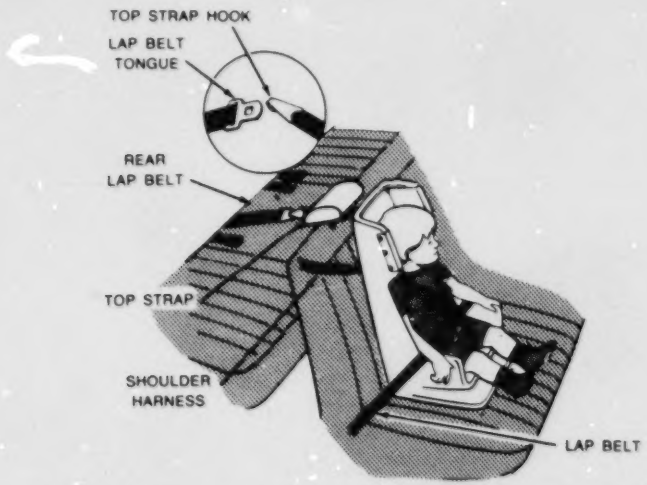
The top anchor strap

A **top anchor strap** is attached to the top of the restraint device and must be anchored somewhere to the rear. It's purpose is to keep a restraint from bending or pitching far forward in a serious crash, which could allow a child's head to strike the dash or back of the front seat.

Restraints with high or small bases and plastic backs depend on the top anchor strap for safe performance. In 30 mph test impacts, restraints with their top straps attached allowed the heads of dummies to move forward only about 15 inches or less. Without the top straps, the dummies were thrown an extra 10 to 15 inches.

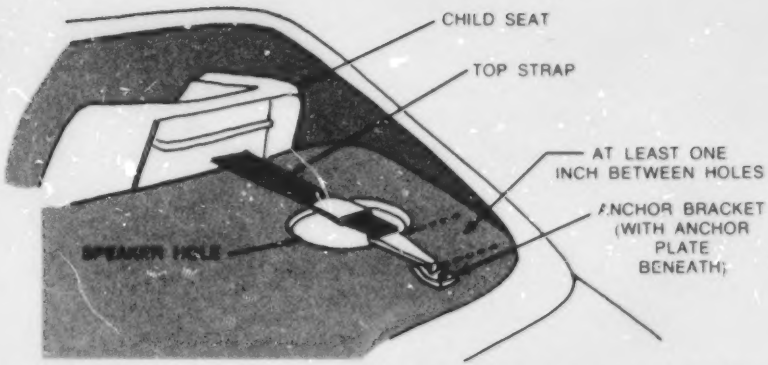
Restraints with wide, low bases don't bend or pitch forward as easily, so top anchor straps are not as critical. In 30 mph impacts, these restraints allowed head movements of about 22 inches or less.

If you have a small compact or sub-compact car, a restraint with a top anchor strap might be the best choice. But it must be a restraint you can anchor properly and that you and your child are willing to use every time.

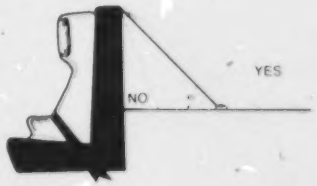


Installation. To use a restraint with a top anchor strap in the front seat, hook the strap onto a rear seat lap belt. The strap should be **tight.** Run the top strap inboard of the adjustable head restraint for best protection in a side impact crash.

A restraint which needs a top anchor strap cannot be used safely in a bucket seat which has a tall back and a rounded top. The strap easily could slip off to one side in a side or angle impact. (A restraint with a "dual" top strap system, such as the Bobby-Mac Super Car Seat, can be anchored safely in any bucket seat on which it will fit.)



To attach a top anchor strap from a back seat position in a sedan, drill a hole through **solid metal** in the back shelf at least 10 inches behind the restraint. (The hole should be at least one inch from any other hole.) Bolt in the anchor plate and bracket. You will need a separate anchor plate and bracket * installed in each vehicle in which you plan to use the restraint in the back seat. (Some GM cars have pre-drilled holes in the metal of the back shelf.)



In the back seat of a station wagon, hatchback, truck, van, or four-wheel-drive vehicle, you must find a spot somewhere behind the seat where the anchor plate can be bolted to **solid metal.** Drill the hole from the **bottom** of the car. The strap should be as horizontal (straight back) as possible, but at no less than a 45-degree angle. Some child restraint or vehicle manufacturers may have more specific directions if you have a problem.

Other things to consider

- Some shield restraints are very simple to use. You just fasten the lap belt around it and leave it in the car. Your child may be able to climb in and out while the belt stays buckled. But you must teach your child not to do that while you are driving. For an active hard-to-control child, a five-point harness may be better than a shield.
- Children who wear glasses should not use a restraint with a high shield.
- Will your toddler develop wide shoulders and be larger than "average"? Look for a restraint that will give enough growing room.
- Some restraints boost a child to window-viewing height and some don't. Does your child care?

*Extra anchor plates and brackets for your restraint may be ordered from its manufacturer. Cost usually is one to two dollars.

Never be without a safe restraint for your infant. But if you find yourself without a restraint for your 1 to 4 year old, strap him or her in with a lap belt. **Pull it as tight as possible across the hips,** not the tummy. (A low, firm cushion may help.) While lap belts are not the best way to protect young children, a child is still much safer riding with a belt on than without any restraint at all.

If the vehicle in which you are riding does not have lap belts, make your children stay seated in the back seat. **Never** hold a child on your lap. That's the most dangerous thing you can do!

Keeping your school age child safe

Keep your children riding in their child restraints as long as possible, because that is where they are safest. But when they outgrow their restraints, at four or five years of age, insist on the use of a lap belt. Show them how to fasten a lap belt snugly and low across the hips.

Although sitting directly on the vehicle seat is safest, a **low** and **very firm** cushion may give the belt a better fit on small children (try a "boat cushion"). It also may make the belt more acceptable to a child who wants to see out the window. Do not use a hard plastic or wood "booster seat," or a soft pillow.

At any age a child will be safer riding in the back seat than in the front seat. but if the front seat must be used, use the shoulder belt only if it crosses the child's chest, not the neck. (**Never** put it under the arm of a child or adult.) Using a low, firm cushion or having the child slide to the left may help the shoulder belt fit better.

Also, a regular shoulder belt must not be used without a lap belt by anyone . . . child or adult. (Some of the new "automatic" safety belt systems may have only a shoulder belt. The lap belt is replaced by a knee cushion. This design is fine for adults, but not for young children.)

Do children like being restrained?

If behavior is any measure, then children do appreciate riding in their own special restraints and lap belts. Studies at the University of Kansas Medical School have shown that when children are buckled up, their behavior in the car is 95 percent better than that of unrestrained children. This makes the ride more relaxing, pleasant and safer for everyone.

A child's attitude and willingness to cooperate in using a restraint device or lap belt depends very much upon your tact, consistency, and consideration. While it always is easier if a child begins using a restraint on that first ride home from the hospital, you can make enthusiastic users of most children by following these tips:

- Before you buy a restraint, try it out with your child. Make sure it will fit properly and be comfortable.
- Let your child play with the restraint at home and practice buckling up a doll or teddy bear.
- Explain to your child that the purpose of a restraint is to keep little people snug and secure and safe from bumps and bruises.
- Since your children's view may be limited while they are buckled up, talk about the things they can see.
- If your children are tired, you don't need to unbuckle them. A child in a lap belt can sleep leaning against a pillow or rolled up sleeping bag. Most infants and toddlers have no trouble at all going to sleep in their restraint seats. (For maximum safety, don't use the "reclining" position offered on some forward-facing child seats.)
- On long trips make frequent stops and give children a chance to exercise. A baby should be taken out of the infant seat and laid flat to allow stretching and kicking. Take toys for your children, but not large ones of metal or wood or with sharp points.
- On warm, sunny days the vinyl of vehicle and child seats and the metal on lap belts and harness buckles can become hot enough to cause serious burns to young children. Cover the entire seat with a light-colored blanket when it's not in use. Always feel the vinyl and metal buckles before seating a child.

Be safe, not sorry

- Buy **only** a restraint that has performed satisfactorily in a **dynamic test** and will be convenient and easy to use properly in your car.

- Read carefully the instructions for installing and using the restraint you buy. **Always follow these directions.** Your child will be safe only if the restraint is firmly anchored with a lap belt and the top anchor strap, if there is one. If a side anchor strap is provided, use it also. All buckles must be properly fastened and the harness must be snug.
- Some lap-shoulder belt systems have latch plates which allow the webbing to slide freely in both directions when the belts are fastened. You **must** use a special "locking clip" (available from G.M.) with these systems to anchor safely a child restraint. Also, lap belts with "wind up" devices must be **fully extended** or **locked**.
- Some restraints have several reclining positions. Infants must face rearwards with no less than a 45-degree recline and toddlers must sit straight up facing forward. All other positions could reduce crash protection.
- Before you start the car, make sure **everyone** is buckled up. Unbelted adults are a major cause of injuries to children in auto crashes, and unrestrained children can hurt adults. Your example in buckling up will encourage your children to do the same.
- Have your children ride in the back seat, if possible. The middle of the back seat is the safest spot in a car. **Never** hold a child on your lap.
- Safety belts are designed to hold only **one** person safely, never two. However, if you are **forced** to carry an extra child for whom there is not a separate lap belt, you have two choices. Two children of about the same weight could be buckled in side-by-side with the same lap belt, but never let a child and an adult share a belt! Your second choice is to have the extra child passenger stand or crouch on the floor behind the front seat, but not between bucket seats.
- If you are in a crash and you and your children are buckled up, you'll have a much better chance of being unhurt and able to get out quickly if necessary.
- Tell others who may take your children in a car — grandparents, friends, or sitters — how and why the child restraints or lap belts must be used. And for the safety of your children, ask **them** to buckle up also.
- Groceries, suitcases, or other heavy items should be carried in the trunk. In a station wagon, put heavy items on the floor behind the front seat or in a cargo carrier on top. In a crash even a can of soup or a heavy toy can cause serious injury or death if it strikes someone.

Learning to buckle up is the first of many good safety habits children should learn from their parents. Care enough to teach your children and to buckle up yourself . . . for their sake.

For more information about child restraint devices and safety belts and what you can do to help protect the children in your community, contact your doctor, your hospital, your local Child Passenger Safety Association (if one has been formod in your area) or contact the

Michigan Office of Highway Safety Planning
Lansing, MI 48913
(517) 322-1942

If you don't have an instruction manual for your restraint, need replacement parts, or want to purchase a large number of restraints, contact the manufacturer.

Bobby-Mac Company	P.O. Box 209, Scarsdale, N.Y. 10583
Century Products	1366 Commerce Dr., Stow, OH 44224 2020 E. 25th St., Los Angeles, CA 90058
Chrysler Corporation	Mopar Seats, Parts Division, P.O. Box 1718, Detroit, MI 48288
Cosco Home Products	2525 State Street, Columbus, IN 47201
Ford Motor Company	Parts & Service, 29500 Plymouth Rd., P.O. Box 3000, Livonia, MI 48151
General Motors	400 Renaissance Center, Suite 1200, Detroit, MI 48243
Questor Juvenile Furniture Company	1801 Commerce Drive, Piqua, OH 45353
Stroles of California	19067 S. Reyes Avenue, Compton, CA 90221

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FOREWORD

To prepare this manual, the Office of Highway Safety Planning and the Traffic Safety Information Council surveyed many of the child restraint loan programs now operating in Michigan and other states. The experiences of these programs form the basis for many of the recommendations contained in this manual.

We are especially appreciative of the cooperation of the Michigan Jaycee Auxiliary and Action for Child Transportation Safety.

INTRODUCTION

In normal, everyday wear-and-tear, children hold up very nicely. But in a car that stops suddenly or crashes, many children don't do well at all.

Why? Because so many parents don't realize how dangerous the automobile is to young children. And they haven't done anything to protect their children.

Imagine a car traveling at just 30 mph. That's also the speed the passengers are traveling. Then there's a crash . . . and the car stops. But the passengers keep moving at 30 mph until they are stopped by something . . . with the force of a fall from a three-story building. That can be rough on anyone, and especially rough on a child.

In sudden stops, swerves, and crashes children regularly are:

- thrown into the windshield, dashboard, some other part of the car, or into another passenger;
- crushed by adults who are not wearing safety belts; and
- thrown from the car.

And it is these daily events which make the automobile the leading killer of young children, ahead of all other types of accidents and all diseases.

But there is an easy cure for this epidemic: child restraint devices ("car seats") and safety belts. They work in two important ways:

(1) They anchor a child to the vehicle seat. If the car hits something, the restraint will help the child slow down with the car. This reduces the forces to which the child is subjected, because the car itself is absorbing much of the energy of the crash as its metal structure collapses. Without a belt or restraint device, a child would absorb the entire force of the crash when he or she hits the windshield or dash.

(2) They help spread the force of the crash over the strong bony structure of the body. Restraints with a "shield" or five-point harness, used for children weighing up to about 40 pounds, provide better protection than safety belts because they spread crash forces over a much larger body area.

For children four years of age or less involved in automobile crashes, infant and child restraints have been shown to reduce the probability of death by more than 95%. The probability of serious injury is reduced by up to 78%. (These percentages are based on 1970-77 accident statistics in the State of Washington.)

For children over four years of age, lap belts alone have been shown to reduce the probability of fatal injury by 81% and serious injury by 64%.

Unfortunately, less than 7% of our children under 10 years of age are protected by child restraints or lap belts, and most of these devices are inadequate or improperly used.

Therefore, there is a clear and compelling need to increase the number of children who are protected by infant and child restraint devices and by lap belts.

Besides people not knowing that restraints are important for their children, the main reasons for so few young children being protected are that parents feel they cannot afford a safe device, cannot decide what device to get, or don't know how to use properly the device they have.

A child restraint loan program can help solve all these problems.

This manual was developed to encourage and make it easier for service organizations and other groups to establish child restraint loan programs.

Why A Restraint Loan Program?

There is no question about it: Safety belts and infant and child restraints save lives. But the majority of adults don't wear their belts and 93% of our young children are not protected by their parents. Can we ever change this situation?

Absolutely! One of the reasons people don't get a child restraint is the "high" price, even though they might like to have one. If offered a bargain, however, they jump at the chance. People who won't pay $20.00 to $50.00 to buy a child restraint are delighted to be able to rent one for a small service charge of, say, $6.00.

These loan programs can benefit the community in several ways.

- First, they provide immediate protection for babies who ride in the borrowed seats. When the infants become toddlers, most parents will be willing to buy a larger toddler restraint with a little encouragement.
- Second, the "safety habit" created by this experience will mean that later on, a higher than average percentage of these children will use a safety belt.
- Third, other children in the family and the parents may begin using their safety belts more frequently, especially if safety belt education is part of the loan program.
- Finally, publicity about the program will help increase public awareness of the life-saving and injury-reducing benefits of safety restraints, and each seat loaned to a family will become a traveling advertisement for safety. As a consequence, many people may be motivated to buckle up their families in safety belts and child restraints.

How Does It Work?

The sponsoring organization obtains some infant restraints, publicizes their availability, and loans them out for a service charge and a deposit. In about nine months when the infant has outgrown the seat, the parents can return it and get their deposit back. Then, the sponsoring organization will loan them a toddler restraint or give them advice on where to buy a good one. Service charge funds are used to cover expenses, buy more restraints, or finance other projects of the organization.

Has Anybody Tried It?

Restraint loan programs are run by a variety of organizations, including service clubs, La Leche Leagues, childbirth education groups, day care centers, pediatric clinics, hospitals, hospital auxiliaries, health maintenance organizations, churches, safety organizations, and employers. Some groups consider the program a public service and keep the service charge as low as possible to just cover costs. Other groups use the program as a fund-raiser to support additional activities and so charge more than actual cost.

The concept of a restraint loan program seems to have been developed or at least implemented about the same time in 1974 by two groups: the Coldwater Chapter of the Michigan Jaycee Auxiliary and the Seattle Chapter of Action for Child Transportation Safety. The Jaycee Auxiliary effort, however, generated more response, particularly in Michigan. Under the title "Buckle Up Babes" the concept was quickly adopted by the Michigan Jaycee Auxiliary as a state project. (More than 80 auxiliaries now have a B.U.B. program operational.) The National Jaycee Auxiliary also adopted it as a special project, thereby helping to spread it to auxiliary chapters in many states. Now, many other organizations have recognized the tremendous benefits of a restraint loan program and are helping to fill the growing public demand for restraints at an easily affordable price.

See **Appendix A** for more information on some typical child restraint loan programs around the country.

How Many People Do We Need? What Must They Do?

From one to five people can handle this project, depending upon how ambitious it is. Most of the work is in getting started, and once underway only a few hours of effort per month are needed.

Assuming you organize into a committee structure, the basic assignments might break down in this way:

(1) Chairperson

A. Direct all committee functions

B. Conduct all restraint rentals

(This presumes spare restraints are kept by the chairperson; if restraints are stored elsewhere, others certainly could conduct rentals. See page 11 for procedures for loaning a restraint.)

C. Obtain new restraints

(Always mark each new seat with the name of your organization and an identification number. Use an engraving tool, if possible.)

(2) Treasurer — Secretary (one or two people)

A. Maintain all records

1. File of rental agreement forms (permanent)
2. Two card files on restraints currently on loan (if you have more than a few seats)
   a) one alphabetical file
   b) one file by date of expected return
3. Financial Accounts
   a) rental and deposit fees
   b) sales tax (if you are selling restraints)

B. Conduct correspondence

1. Letters or phone calls to customers
   a) when restraint is available
   b) when restraint is scheduled to be returned
2. Thank-you notes to organizations and businesses that help
3. Letters to community groups and individuals to promote the project

C. Pay bills

(3) Publicity/education sub-committee

A. Obtain informational materials (See **Appendix J**)

B. Plan and set up displays; conduct workshops; make presentations; stage contests

C. Work with merchants

1. Sale of safe restraints
2. Increased advertising; better in-store displays

D. Prepare newspaper articles and releases; plan and stage "media events"

E. Work with hospitals and health-care professionals

While very useful in generating interest in your program and awareness of the need for child restraints, a publicity/education activity is optional. You are the best judge of how much your organization can undertake.

For more details on the subject of publicity and education, see Community Educational Activities, page 10.

Space Needed

No special office space or storage space is needed. Committee members can perform their tasks from their own homes or offices, and most restraints will be on loan at any given time. Extras stack easily on a few square feet of basement floor or unused office space. But if space is a problem, a church or community center might be willing to provide some storage space for a volunteer group.

Supplies and Equipment

There are only limited requirements in this area:

- A telephone for giving information and taking orders. This can be the private phone of a committee person.
- Rental contracts or agreement forms and instruction sheets for the use of the restraint devices. (You may be able to get these duplicated free or for just the cost of the paper. Check with schools, churches, insurance agents, local government, Chamber of Commerce.)
- A rubber stamp for your informational pamphlets which announces the loan program and gives a phone number.
- Postage stamps, stationery and envelopes, notebook for record keeping.
- Informational materials. See the list of recommended printed materials available from the Office of Highway Safety Planning in **Appendix J**.
- Audio-visual aids. Group presentations frequently can be more entertaining and effective if you have a film or filmstrip. See **Appendix J** for suggestions.
- Gummed labels for the bottom of each restraint seat giving the date by which it should be returned and two phone numbers that can be called to find out where to return it. (Some groups have discovered it is not a good idea to put a return address on the seat. That resulted in people leaving returned seats in garages and on porches with no phone contact to say who they were. If they have to call you, you can make a mutually convenient appointment.)

What Restraints Should We Handle?

Your first decision should be whether you want to loan:

- infant seats,
- convertible seats for infants **and** toddlers,
- restraints designed just for children one to four years old, or
- a combination of these restraints.

Most groups prefer to loan just infant restraints. Since babies out-grow these devices within a year or less, a good rate of turnover is maintained. Another advantage is that all infant seats fit in all vehicles, and, if you must purchase your supply, the initial cost is relatively low.

Restraints designed for both infants and toddlers and those for just toddlers can present some problems for your project.

First, due to a wide range in size and different anchoring requirements, some devices either won't fit or cannot be anchored safely in certain vehicles. You'll need to have several models on hand to be certain of fitting the majority of vehicles.

Second, these devices are usually more expensive than infant restraints, so unless your supply is donated, your service charge and deposit will have to be higher than the charge for infant seats. Even if you are willing to loan a restraint for more than a year, parents may be reluctant to put that much money into a rental. One loan program, however, (Borgess Hospital in Kalamazoo, Michigan) rents both infant and convertible seats for indefinite periods at the flat rate of 2-cents per day.

A very worthwhile alternative is to stock two or three samples of several different convertible or toddler models as part of a one-month "try-before-you-buy" rental. Many parents would greatly appreciate the opportunity to try different models to be certain of finally buying the one best suited to their needs.

Once you have decided upon the audience you will serve and the type or types of restraints you want to handle, you must select the models. The things to consider are:

- **Does it perform satisfactorily in a dynamic test?** See **Appendix B** and check the latest copy of the **"Family Shopping Guide to Infant/Child Automobile Restraints."**
- **Is it likely that parents will use it correctly?** Some restraints require more buckling and anchoring than others. **"A Detailed Review of Currently Marketed Infant and Child Restraints"** details the advantages and disadvantages of the infant and child restraint devices now on the market and is available from the Office of Highway Safety Planning.
- **On which devices can you get the best deal?** The best deal is "free," of course, but not unless the free restraints are safe and likely to be used properly.

- **Local availability.** Survey the major stores in your community and compile a listing of all the safely constructed restraints they are carrying and the current prices. You may discover that one or more convenient restraints are not available or are offered at unreasonable prices. This information may be a major factor in deciding what restraints to handle. (Don't overlook the benefits to area consumers of distributing this list, with **your** program information included, to all doctors, hospitals, and clinics.)

How Do We Get The First Group of Restraints?

Donations of restraints

The first and most desirable alternative to explore is the donation of safely-constructed child restraints by one or more local retailers. If successful, you won't have to worry about finding money to buy your restraints, and you'll be doing local retailers a favor by getting them involved.

When you approach a retailer, point out these advantages:

- Loan programs with aggressive publicity efforts tend to increase retail sales of child restraints in the community.
- Donated devices are a very inexpensive form of advertising. The retailer will receive favorable publicity when the program is announced in the media and every time a media event is staged to generate community interest in the use of restraints. The cost of the restraint also can be deducted by the retailer as a business expense.
- Greater visibility for the retailer's brand(s) of child restraint should increase the demand for that particular brand, and the public will know where to buy.

Even if no retailer is interested in giving restraint devices without charge to get your program off the ground, don't give up on this possibility. When retailers see how much positive publicity is generated, they may be much more receptive to a later request for additional devices.

While **local retailers** are often willing to make donations to loan programs, the **manufacturers** are not willing and it would be a waste of time to contact them.

Buying restraints

If you can't get a supply of restraints free, then you'll have to find some money and buy what you need. Consider these alternatives:

- Solicit donations from area service clubs, businesses, safety councils, unions, insurance agencies, etc. You might ask each to donate the price of one or two restraints.
- Take out a loan. A loan under $500.00 can be put on Bank Americard (VISA) or other cards, perhaps, at an 18% annual interest rate. Since you eventually are going to earn much more than 18% on your investment, this can be a fiscally responsible way to start. A two- or three-year regular bank loan also may be possible. (Enough rental fees to pay off your investment easily can be collected in two years or less.)
- Borrow the funds from your organization's treasury.

Once you have adequate funding for your program, you'll want to look for the best buy you can get on child restraints. First, **try to buy at wholesale prices** directly from the manufacturer. Generally, this requires buying in lots of eight or twelve. **Appendix C** gives you the names and addresses of the manufacturers of safe restraints and the minimum orders they may be willing to handle. (The regularly updated **"Family Shopping Guide For Infant/Child Automobile Restraints"** from the Office of Highway Safety Planning will give you the latest wholesale price information.)

If you can't buy at wholesale, your second option is to seek a **discount** from a local retailer. Remind the retailer of the significant publicity benefits that will result from his or her cooperation.

A third possibility would be to buy a limited number of second-hand restraints. Ads in the local papers should bring responses from some families with children who have outgrown their restraints.

If you must pay full retail price for some or all of your restraints, **shop carefully**. Prices vary greatly from one store to another even on the same restraint device.

Finally, **don't forget to pay the sales tax** on any restraints your group purchases. (See page 9)

What Rental Fee Should We Charge?

Infant Restraints

Among the groups surveyed, the service charges range from $5.00 to $8.00 for a nine to twelve month period. What you charge will depend on your source of funding, expenses, and whether or not you want to make a profit. For shorter loan periods, the charges can be reduced. Deposit charges range from $3.00 to $10.00, and seem to depend on the perceived risk of damage or non-return. The programs surveyed, however, report very few problems with seats damaged or not returned. One program charges no deposit.

Toddler Restraints

Because toddler restraints can be used for up to three or four years and some models can be purchased for as little as $25.00 to $30.00, some parents will consider it to be cheaper and less aggravation to buy a restraint than rent one. The approach taken by most programs which handle toddler seats is to offer a one month "try-before-you-buy" loan for toddler seats. There usually is a service charge of one or two dollars, plus a deposit of $3.00 to $10.00.

With so many models on the market, the opportunity to try out several different models can be a great help to a family deciding upon the seat which will best serve their needs.

A few programs do offer long-term rentals for toddler restraints, however. For one year, the service charge runs from $5.00 to $14.00 and deposits from $5.00 to $13.00.

Whether or not you decide to handle toddler restraints, you should provide all customers with information on where locally they might buy or rent safe devices, which ones might be most suitable, and what they can expect to pay. ("**The Family Shopping Guide**" from the Office of Highway Safety Planning can be a useful handout, in combination with a local price list.)

Selling New Restraints

Whether or not you decide to rent infant or child restraints, you might also consider **selling** restraints. A direct sale offers the advantage of a very quick return of your investment and an immediate profit (if that is your objective) to use to purchase more seats for rental or sale or for other group activities. However, you must obtain a "retailer's license" from the Department of Treasury, then collect and return to the state 4% sales tax on the value of the restraints sold.

Buying At Wholesale

Several companies have indicated an interest in selling their restraints in small lots at wholesale prices to community service organizations. Many others may be willing if you approach them with a specific proposal. (See **Appendix C** for details.)

Setting A Price

There is no easy guide to setting a good price, but there are several important things to consider. You may want to charge a little less than local stores to give people an extra incentive to buy a restraint. Can you sell at your wholesale cost? Yes, but it might not be a good idea. Legally, no one can dictate your selling price, but if you conspicuously undersell a large, established local retailer and hurt their business, there may be trouble. The retailer may stop carrying the product, and this would cut off an important source of supply for many parents and hurt the cause of safety. Moreover, the company might refuse to sell you any more restraints, and the next community group that wants to work with that company may be turned down.

The solution? One group decided to offer a restraint that was not available anywhere else in the community. Another group decided to undersell the lowest priced local retailer by just a few dollars; since they did no media advertising, this caused no problems.

Keep in mind that some of your local retailers may not care if you greatly undersell them and they may even offer to supply you. **You will have to study your local situation carefully before you set a price.**

Sales And Use Tax

Michigan law requires that a sales or use tax be paid on any transferred goods. This amounts to 4% of the sales price or a reasonable fair market value.

If your organization plans to rent restraint devices, the best advice is to pay the state sales tax when you purchase your restraints. (Non-profit groups normally don't pay sales tax, but only if the items are for **their exclusive use**.) Should your group be given any restraints without charge by a merchant, that merchant will have to remit to the state the 4% sales tax. If your group or the merchant pays the state sales tax, you don't have to worry about collecting and remitting to the state a "use" tax when you rent the restraint devices.

Should you decide to **sell** restraint devices, however, you **must** collect and remit to the state its 4% sales tax. Before you begin, write to the Michigan Department of Treasury, Registration Division, Lansing, Michigan 48922, and ask for a "retailer's license" application. (See **Appendix D** for a sample of the form you will be sent.) They also will be happy to answer by letter or phone (517-373-0888) any questions you may have.

Helping Others Sell or Swap

No matter what your involvement in renting or selling restraints, your program can serve as a "clearinghouse" for families who wish to buy or sell used child restraints (but only those in the **"Family Shopping Guide**."). There also are many people who don't like the brand they have and would like to trade with someone else. You can help bring all these people together.

There are several ways to accomplish this. If you have a bulletin or newsletter, offer to run little "want ads." Set aside a few minutes of every meeting as a time for sales or swaps by members or guests. Also consider sponsoring a yearly or semi-annual garage sale of used baby equipment, including child restraints.

Don't forget to take advantage of every opportunity to distribute safety restraint information.

How Can We Attract Parents?

If you are an employer, a day care center operator, or a member of an organization that already offers services to parents of babies, then you may need very little advertising. (But you might want to do it anyway for its safety education value.)

Many groups have successfully used various combinations of publicity and education activities.

Publicity

The local media always are looking for good stories, especially those with "human interest." What your group will be doing can make the best copy of all. You just have to learn how to stage an event for maximum impact and how to help the media recognize its news value. **Appendix G** will give you excellent advice on working with the media.

Basically, you want to establish personal contact with your local newspaper editor and radio/TV news directors. Give them a brief rundown on what your group will be doing. Ask them for any advice on how best to give them what they want when you have something newsworthy. For example, they may need notification a certain number of days before an event to be able to schedule a reporter or camera crew. Or, they may want written material in a special format.

In any event, **Appendix G** will help you prepare a short, concise news release. Make certain this gets to the media several days before the event. Then call the editor or news director and bring the story to his or her attention. Point out any photo opportunities that might be possible.

Some newsworthy angles for restraint loan programs are:

- conducting an "observed use study" on child restraints in your community (see **Appendix I**);
- launching the program (see the sample release in **Appendix H**);
- loaning the first seat;
- a baby leaving the hospital in your seat;
- speaking to a community group;
- recognition of sponsors who made donations (news photos are very appropriate here);
- addition of new services;
- safety tips before busy holiday weekends;
- contests or raffles with a free loan as a prize;
- meeting a goal for donations or growth;

- interview with a local physician on importance of restraints;
- local accident in which a child was safe in a restraint (ask local police to let you know of any such accidents they investigate);
- community safety displays.

Other possibilities include articles or ads in newspapers or bulletins of various organizations. For example, some groups find that local diaper services will give them excellent publicity in their newsletters.

Community Educational Activities

- Distribute child restraint and safety belt pamphlets, handouts, posters, and the community price guide your group develops to maternity wards, health clinics, insurance offices, day care centers, nursery schools, doctors' offices, prenatal classes and driver education classes. Encourage educators and health-care professionals to stress the importance of children and adults always being restrained. Tell them of all the printed and audio-visual material available for their use. (Negatives or photostats of many items developed by the O.H.S.P. can be made available for local groups to use in producing their own materials. See **Appendix J**.)
- Are you willing to give safety talks to groups of expectant or new parents and parents of young children? Especially good possibilities are prenatal classes, nursery school parent groups, and women's organizations.
- Create safety displays for shop windows, health fairs, and other community events. Encourage media coverage.
- Urge merchants to remove from their shelves any restraint devices which do not perform satisfactorily in dynamic tests. Most merchants are unaware of the problem and are grateful for the information. Offer them copies of the **"Family Shopping Guide"** for display or distribution. Also encourage merchants to give greater visibility to their restraint display, to separate the safe car restraints from the "in home" carriers, and to initiate sales and promotional/informational activities.
- Suggest to banks, credit unions, savings and loan associations, etc., that they offer child restraints as prizes for new investors. They also should consider restaint loan programs for members.
- Find out what the "buckle-up" policy is at your child's pre-primary, primary, or secondary school. At an absolute minimum, all school children should be required to use the safety belts provided in the vehicle in which they ride, and there should be **only one person** for each safety belt. While large school buses don't yet have safety belts, passenger cars and van-sized vehicles used frequently for field trips are so equipped. Also consider urging the use of child restraint devices for young children in day care and nursery schools.

If you contact your school, local police or sheriff agency, safety council, or hospital patient education office, they may be able to tell you of others in your community who are interested in promoting the use of child restraints and safety belts. Then you can all work together sharing your ideas and resources. In fact, considering starting a **Child Passenger Safety Association** in your community to facilitate this cooperation. A C.P.S.A. can help you make tremendous progress in making life safer for children. (The Office of Highway Safety Planning can give you advice and assistance in starting such an organization.)

What If We Have A Long Waiting List?

Some groups have found themselves with waiting lists of 10 to 20 or even 100 families. Most groups give priority to those who apply first. Some groups give special consideration to families who can't afford to buy a seat, or who may not be motivated to buy a seat if unable to borrow one.

For parents who have to purchase their own because no loan seats are available, you might offer to buy the seat from them at 1/2 or 2/3 the price when their baby outgrows it.

In programs where there are long waiting lists, you have to think hard about your goals. If loaning out all the seats is the primary goal, then the program has achieved maximum success. If the primary goal is getting all the babies in your community buckled up, then continue your education activities and try to expand your program or encourage other organizations in your community to establish their own loan programs. When other groups want to duplicate what you have done, be proud that you have made a contribution to your community worthy of imitation, and take pride in your leadership role.

What Is The Usual Procedure For Loaning a Seat?

Reservation

Most programs encourage parents to make a reservation **before** the baby is born, sometimes with a deposit to ensure that a seat will be available. Other programs have enough inventory to fill orders without reservations.

Tell parents that when they come to pick up the seat, you would like to spend 10 or 15 minutes with them to be sure they understand how it should be used. Otherwise, many tend to leave the engine running, be impatient, and not really hear all you want them to know.

Pick-Up

Some programs encourage parents to pick up the seat several weeks before the baby is born. This is to insure that correct use can be demonstrated to the **mother** who will probably be the main person to use it. You can tell parents the loan period "starts" when the baby leaves the hospital. If the seat is picked up by daddy or grandma before baby comes home from the hospital, the demonstration of correct use may have less value. If the seat is picked up several weeks after the baby is born, then the baby has been riding unrestrained . . . a situation to be avoided.

Demonstration of Correct Use

1. Using the baby (a doll, teddy bear, or, in a pinch, a bed pillow) show parents how to harness the baby into the seat and explain why it is necesary. **Give parents a copy of the manufacturer's instructions** even if instructions are permanently attached to the seat. Show them how to put a rolled up blanket around a newborn's head and shoulders.
2. Let parents repeat the demonstration for you so you will know they understand.
3. In the parents' car, show them how to install the restraint with the vehicle lap belt. Discuss where in the car the baby should ride, how to position the vehicle seat head restraint, how to level the infant restraint, and how to attach the top anchor strap on those toddler seats that have one. Stress that the infant always rides **backwards,** and that **everything** must be buckled.
4. Let parents demonstrate it to you.

A booklet describing the advantages, disadvantages, and proper use of all safely-constructed restraints is available from the Office of Highway Safety Planning (**"A Detailed Review of Currently Marketed Infant and Child Restraints"**).

Safety Education

Explain to the parents right at the beginning why child restraints are necessary . . . not just for the infant but for the toddler and pre-schooler as well. This all is covered in the safety pamphlet you will be giving them (such as **"Do You Care Enough About the Way Your Children Ride?"** or **"Family Shopping Guide"**), but they need to hear it from you, too. When parents are being asked to change well-established behavior patterns, they may have to hear the safety message many times from many sources before it really has much effect.

Next, be certain to stress the importance of **everyone** in the vehicle using safety restraints. It really does not make much sense for parents to buckle-up a child and then not wear safety belts themselves. In a sudden swerve, the driver could be thrown away from the wheel and lose control of the car, causing a crash. Then, an unrestrained adult could be thrown into the child and cause serious injury to both of them. On top of that, it can be very hard to get a toddler to stay in his or her restraint if mommy and daddy don't want to be in theirs.

Finally, give the parents your group's listing of all the safely-constructed child restraints available locally and their prices. Stress that it is very important for them to select and have on hand a restraint to fit their child when he or she outgrows the infant seat. Offer to help them in deciding which one will be best for them when they are ready to buy.

Paperwork

Before leaving with the restraint device, the parents should sign duplicate copies of a rental agreement which contains a prominent waiver of responsibility and clearly states the conditions of the rental. (See sample agreement in **Appendix E.**) Give them one copy, and keep another for your files.

Finally, collect the deposit and service charge and enter in on your ledger.

Now, congratulate yourself for having started another baby on a lifetime habit of safety.

Keeping the Baby Buckled-Up

Getting the baby into your infant seat is a terrific start. But you want to keep the baby buckled-up after the rental seat is outgrown.

When it is almost time for the rental seat to be returned, you'll want to send a reminder letter or make a phone call. This is a very good opportunity to emphasize again the importance of having a toddler restraint before the infant seat is returned. (See the sample reminder letter in **Appendix F.**) Enclose another copy of your child restraint price listing.

When the parents return the seat, ask if they have a safe restraint for their child. If they do, ask if they need any help in installing or properly using the device. (The shocking fact is that three-quarters of all child restraints in use are not used correctly, so the children are still not safe.) Consider walking out to the car to double-check on proper installation.

For those people who may have forgotten, who may not feel they can afford to buy a restraint, or who just haven't made up their minds, consider having on hand several different brands of restraints for older children. (Some restraints cannot be used safely in some vehicles.) You can offer these on a short and inexpensive "try-before-you-buy" rental plan. Or, you might even consider a longer-term rental. The important point is, however, that no child has his or her seat turned in without having another seat to replace it immediately.

Recycling the Seats

The last step in any rental program is inspecting newly returned seats for damage and then cleaning them up for a new customer.

If one of your seats has protected a child in a crash, most parents will enthusastically and gratefully let you know. But don't take any chances . . . **ask!** If the seat has been in a crash, retire it to a display, even if there is no obvious evidence of damage such as a twisted frame or cracked shell. Safe child restraints are very tough, but the forces of a serious crash can weaken critical parts . . . and they may not perform as well a second time. (The manufacturers of child restraints are very interested in analyzing their seats which have been through crashes, and they may want to trade a new seat for the old one.)

Your next concern should be whether the harness is torn or seriously worn in any place. If so, buy a replacement harness from the manufacturer. Don't rent a seat with a damaged harness.

The same advice holds true for the padding. If it is torn, replace it.

Finally, make certain the seat is clean. Be sure to check the crevices of the padding and even beneath the padding. Spray with disinfectant.

Because new harnesses and padding cost money and doing basic cleaning takes time, you'll want to make sure that the deposit you ask on the restraints is large enough to encourage proper care by the parents. Make certain the parents understand that any costs of preparing the seat for reuse will come from the deposit, and don't return the deposit until you know what the costs will be.

Liability

Many organizations express concern about the extent to which they might be held liable for damages should a child be injured while riding in a restraint they rented or sold. This is an important concern and should not be ignored.

The concensus of the restraint manufacturers and the lawyers who have been consulted is as follows:

- If the injury resulted from the **failure of the restraint itself**, then the manufacturer would be liable. In fact, to relieve retailers and wholesalers (such as community groups) of even the possibility of liability, most manufacturers will list by name on their insurance policy those who handle their product.
- If the injury resulted from the failure of the restraint because a critical part was not provided by the retailer, wholesaler, or rental program, then there could be shared liability.
- If the injury resulted from misuse of the restraint due to incorrect advice or demonstration given at the time of sale or rental, and if the manufacturer's instructions were not provided, there could be shared liability.

Even though there is no general knowledge of a liability award being levied against a community group in renting or selling restraints, there are several sensible precautions to take.

First, incorporate as a non-profit corporation. Individual members will then not be responsible for debts or judgments against the group.

Second, ask the manufacturer(s) of the restraints you want to handle to state to you in a letter the extent of their product liability coverage and the protection extended to your group.

Third, make certain that the people who rent or sell the restraints thoroughly understand the manufacturer's instructions on anchoring and use and can explain and demonstrate those instructions clearly. Provide each customer with a set of the printed instructions.

Fourth, before selling a new restraint, be certain all the parts and instructions are included. This is even more important when renting restraints.

Finally, should one of your rental restraints protect a child in a serious crash, retire it to a place of honor. The forces of a severe impact may seriously weaken parts of a restraint device, so there is no profit in taking a chance.

What About Evaluation?

Being able to show how much impact your program has had can encourage your group to be a help for publicity, fund raising, and program revision. Your evlauation also can help state and national safety and child care organizations with their policy-making and program planning.

Here are some suggested activities:

- Before you officially start your program, make an informal observed use study to determine what percentage of children in your community ride buckled up. (A complete and detailed training package is available; see **Appendix I.**) Observe cars with child passengers at several busy locations, such as the parking lots of shopping centers, recreation areas or day care centers. Is each child restrained or not? If restrained, is the restraint device appropriate to the child's age and size? Is it used correctly with everything fastened? Is it a safe design?

  This observation activity is very newsworthy and will provide added justification for your group's efforts.

  After your program has been operational for a year or two, observe again at the same locations.

- You can survey parent borrowers before and after they use the loan seat. Are more members of their families buckling up more often?

- You can make a survey of the sale of restraints in local stores and auto dealerships, both before your program starts and after it has been in operation a year or two.

- Keep track of how many presentations you make and how many new loan programs and informational programs start because of your efforts.

Please contact the Office of Highway Safety Planning for assistance and advice on evaluating your program. We are very interested in your results.

APPENDIX

A. Description of Some Typical Programs

B. List of Safe Infant/Child Restraints

C. List of Manufacturers of Child Restraints

D. Application for Michigan Retailer's License

E. Sample Rental Forms

F. Sample Return Reminder Letter

G. A Guide For the Publicity Committee

H. Sample News Release

I. Procedures For Observing the Use of Child Restraints and Safety Belts

J. Recommended Audio-Visual and Printed Materials

APPENDIX "A"

Description of Some Typical Programs

A DESCRIPTION OF SOME TYPICAL PROGRAMS

Michigan Jaycee Auxiliary "Buckle Up Babes" Project

Contact: Lynn Williams
132 Arbor Ct.
Hillsdale, MI 49242
Ph: (517) 437-7022

Since the Coldwater Jaycettes pioneered the project in 1974, it has spread to other states as well. Some groups have less than two dozen seats to loan. Other groups, by constantly reinvesting the service charge to buy new seats, have 400 or more seats in circulation and still have long waiting lists. Many groups report the projects just "break even" because the income is constantly reinvested to purchase more seats. Some groups use their profits to support other activities. Charges vary from group to group, but a $10.00 deposit and $5.00 service charge is common. The largest programs in Michigan are in Kalamazoo, Grand Rapids, and Coldwater.

Iron County Buckle Up Baby Committee

Contact: Jean Jewett, Michigan Office of Highway Safety Planning,
7150 Harris Drive, General Office Building,
Lansing, MI 48913
Ph: (517) 322-1942 or 394-1488

When this project was organized in 1974, it was run by a committee of one person (usually) and was not part of any other organization. Money for restraints and pamphlets came from local service clubs, insurance agents, the city council, and retailers who sold child restraints. Very informal observed use studies in this small Upper Peninsula community indicated a dramatic rise in child restraint use during the first year of the program — from 7% to 40% for children under 12 months.

When the original organizer left town, the La Leche League assumed responsibility. With constant reinvestment of profits, the project now has 40 seats with plans to buy more. There is a modest profit to help support educational activities. The deposit is $3.00 and the service charge is $7.00.

When parents return the infant restraint, they may borrow a child restraint (free) for one month. Within that month, they may come back as often as they wish and trade their child restraint for a different type. At the end of the month, they know what type of restraint they want and they purchase it from a local store. The original deposit is held until all seats have been returned. This is a very popular service. It helps ensure that parents purchase a child restraint and that they will be happy with their choice.

Group Health Medical Center

Contact: Mary Meland, M.D., 8600 Nicolet Avenue, South
Bloomington, Minnesota 55420
Ph: (612) 884-1150

The pediatric clinic has 950 infant restraints to loan to members of their prepaid medical plan. The three-year old program has been so successful that it has spread to six other health maintenance clinics in the Minneapolis-St. Paul area. The deposit is $10.00 and the service charge is $5.00. Those families not able to afford this low cost are charged nothing.

Eagle Heights Apartments

Contact: Cathy De Angelis, RN, MD
Eagle Heights Student Apartments
University of Wisconsin
Madison, Wisconsin

A no-charge loan closet of infant restraints has been established for some of the married graduate students to help new parents get into the habit of buckling up baby while saving up to purchase their own restraint.

Romeo La Leche League

Contact: Lisa Headley
60390 Mojave Lane
Washington, MI 48094

This program has infant restraints for loan as a service to the women who come to their meetings to learn about breastfeeding. The small profit realized is used to buy books for their library. The deposit is $6.00 and the service charge is $6.00.

Lansing Area La Leche Leagues

Contact: Joey Latterman
4534 Ethel
Okemos, MI 48864
Ph: 349-3521

They rent infant restraints and sell convertible infant/toddler restraints at a discount to the general public. In their first year, they sold 32 convertible seats and increased their inventory of infant rental seats from 12 to 60. The money needed to start the project was loaned by a member and was repaid in a year.

Family Centered Parents, Inc.

Contact: Mr. Jay Mosebach
348 Paper Mill Road
Newark, Delaware 19703
Ph: (302) 738-4948

This childbirth education group sells seats rather than loans them and offers two different brands at a

discount price. They make them available at all the local hospitals and at several other locations in the area. They offer to buy back used restraints at 2/3 the original price and resell them for a few dollars profit. The project is 6 years old and has brought them a yearly profit of about $1,000. A large majority of the local babies leave the hospital in a safe infant restraint, they estimate.

To generate sales in the hospital, this group made a videotape which is played for new mothers.

Nursery Guild of Lakes Region General Hospital
Contact: Mrs. Grace Herbert
RFD 5, Hoyt Road
Laconia, New Hampshire 03246

This group gets infant restraints from a local auto dealer and sells them to parents at a discount price just over cost. They promise to buy each seat back for 1/2 price if it is in good condition. Then they resell it at a reduced price with the same offer. In just over a year, the Guild has put 142 seats into circulation at a profit of $355. They also estimate a 90% use level.

St. Johns Episcopal Church
Contact: Beverly Keicher
4107 Swede
Midland, MI 48640
Ph: (517) 631-9455

This program is run by the church circle that takes care of the nursery. Advertisement is by word of mouth. No deposit or agreement is required. Service charge is 75 cents per month for a minimum of six months for both members and non-members of the church.

Affiliated Hospitals, Center, Inc.
Contact: Margaret Lang
Office of Community Health
721 Huntington Avenue
Boston, Massachusetts 02115
Ph: (617) 732-5940

Affiliated Hospitals Center is a union of the three Harvard University teaching hospitals and two neighborhood health centers. Their "Buckle Up Your Babe" program, which has reached many other institutions as well, includes aggressive promotion of restraints via bulletin boards, brochures, radio, television, hospital publications, and presentations to parents. Underway only since mid-1978, this effort has generated a heavy demand on the infant restraint rental services offered through the Office of Community Health. Their fee is $6.00 deposit and $6.00 rental for up to one year.

Advocates for Child Safety
Vancouver, Washington — Portland, Oregon
Contact: Dr. Marvin Rosen
Permanente Clinic
2211 East Mill Plain Blvd.
Vancouver, Washington 98661

A loose coalition of health care institutions and community groups cooperate in making available infant and convertible restraints at low prices throughout the Vancouver - Portland area. Restraints are sold at cost through the Kaiser Permanente Health Plan pharmacies, and through the gift shops at Emanual Hospital, Portland Adventist Hospital, St. Joseph's Community Hospital, Vancouver Memorial Hospital, and the University of Oregon Health Sciences Center. The local chapter of Action for Child Transportation Safety buys and sells safe car seats at cost, and the Clark County Childbirth Education Association rents about 30 infant carriers. Most institutions also are involved in prenatal and post natal educational programs for parents.

Borgess Hospital
Pediatric Preventive Medicine Program
Contact: Jana Hletko or H. David Claus
Borgess Hospital
1521 Gull Road
Kalamazoo, MI 49001
Ph: (616) 383-7333

As one segment of an overall Pediatric Preventive Medicine Program, Borgess Hospital operates an Auto Safety Program. Part of this program is the rental of infant and toddler restraints. The slogan for the loan program is "Give 2 cents for your child's safety". The loan fee is correspondingly 2 cents a day and there is a $5.00 deposit. People may borrow the seats for any period of time. The program owns a variety of seats in order to be able to provide people with a restraint to meet their specific needs. More than 1000 restraints are now being rented.

Hospital presentations to new mothers provide background information on child restraint systems and proper seat belt usage. The Auto Safety Program also provides community education through presentations to children in school classrooms and presentations before parent and community groups.

APPENDIX "B"

List of Safe Infant and Child Automobile Restraints

LIST OF INFANT/CHILD AUTOMOBILE RESTRAINTS

As of June, 1979, this is a complete listing of those infant and child restraints which have been determined to perform satisfactorily in dynamic tests (simulated crash tests). Satisfactory performance is defined as meeting or exceeding the critical elements of the National Highway Traffic Safety Administration's 1974 proposed revision to Federal Motor Vehicle Safety Standard 213.

Infants Only

1. Dyn-O-Mite (Questor)
2. Infant Love Seat (General Motors, Chrysler, Ford)
3. Trav-L-Ette (Century)

Convertibles
(Infants and Toddlers/Pre-schoolers)

1. Bobby-Mac Two-In-One # 810 (Bobby-Mac)
2. Bobby-Mac Deluxe # 812 (Bobby-Mac)
3. Bobby-Mac Super Car Seat # 814 (Bobby-Mac)
4. Kantwet Care Seat # 987, # 988 (Questor)
5. Peterson Safety Shell # 75 (Cosco)
6. Peterson Safe-T-Seat # 78 (Cosco)
7. Safe N' Easy # 13-203 (Cosco)
8. Safe N' Easy Recliner # 13-313 (Cosco)
9. Sweetheart II # 70, # 71 (Unilando-Bunny Bear)
10. Trav-L-Guard # 4448 (Century)
11. Wee Care Car Seat # 597 S (Strolee)

Toddlers and Pre-schoolers Only

1. Child Love Seat (General Motors)
2. Kantwet Fitz-All Deluxe # 597 (Questor)
3. Mopar Child Shield (Chrysler)
4. Peterson Safety Shell # 74 (Cosco)
5. Toddler Car Seat # 595 (Strolee)
6. Tot Guard — Shield (Ford)

Recently Discontinued Restraints

1. American Safety Seat (Swyngomatic/Graco)
2. Infantseat Harness (Questor)
3. Kantwet Car Seat # 784, # 785, # 884, # 885 (Questor)
4. Kantwet Care Seat # 985, # 986 (Questor)
5. Motor Toter (Century)
6. Posi-Test (Hedstrom)
7. Teddy Tot Astroseat V (International Manufacturing)
8. Little Rider Harness (Rose)

TEACHING PRE-SCHOOLERS ABOUT SAFETY BELTS AND CHILD RESTRAINTS

A Project of
Michigan's Motor Vehicle Occupant Protection Program
by the
Michigan Office of Highway Safety Planning
and the
Michigan Traffic Safety Information Council

PS011127

Introduction

During the years of 1977 and 1978, 45 children under the age of five years were fatally injured while riding as passengers in motor vehicles in Michigan. More than 8,000 children were reported as suffering minor to serious injuries. As many as 16,000 to 24,000 additional children in this age group are estimated to have been injured in non-reported incidents, such as sudden stops and swerves. These statistics make the automobile the major threat to the health of young children in Michigan.

Why are so many children injured while riding in motor vehicles? Because adults don't protect them with safe child restraints ("car seats") or seat belts. In fact, barely two percent of children under 10 years of age are properly restrained.

If car seats and seat belts were used, fatal and serious injuries would be almost eliminated. Multi-year accident studies in Michigan and the state of Washington have shown that not a single child properly restrained in a safe car seat has been fatally injured. Other accident studies have shown that the use of seat belts by children in the 5 to 15 years age group reduces the chance of fatal injury by at least 81% and of serious injury by at least 64%.

Helping adults and children understand the importance of using child car seats and seat belts and motivating them to use restraints whenever they travel in cars is a difficult task. Every level of our educational system must be involved. But the pre-school program is perhaps the most critical. Children are forming their attitudes and habits as car passengers at this age, and positive instruction and example from the preschool educator can have lasting impact.

The following material will give you ideas on how you can teach young children about being safe car passengers and will describe briefly the audio-visual and printed items available for your use.

Objectives

Children need to know:

- **Why to use a safety belt.**

  It is very important not to frighten children by talking about bad things that could happen to them in an auto crash. It would certainly be unkind, and it also might make many children less likely to buckle up. They could associate all those scary stories with safety belts. Instead, discuss the subject in a positive way: The safety belt helps, protects and takes care of them; it keeps them from getting jostled around or bumping their heads.

- **How to use a safety belt.**

  They should be shown how to buckle and unbuckle a safety belt and how to adjust it snugly over the **hips,** not the abdomen. You might also consider showing them how to use safely a low, firm booster cushion (such as a boat flotation cushion), if a lap belt will not fit snugly.

- **When to use a safety belt.**

  Children should wear safety belts anytime they ride in a car, not just on long trips. They also should know that wanting to lie down on the car seat to go to sleep is **not** a good reason to take off the belt.

- **How to ask Mommy and Daddy to help them with the belt.**

  Most pre-schoolers can easily learn to buckle a safety belt, but may need help adjusting it to fit snugly. (In many families, parents don't ask the child to buckle up because they assume the child doesn't want to, while the child assumes the parents aren't interested.)

- **How to be the family safety bug.**

  Children might enjoy making a "safety bug badge" to wear home while you explain what an important job it is for someone to remind everyone in the family to buckle up. They also can color and take home for their parents the **"Fairy Tales"** pamphlet discussed later.

Lesson Material

One of the best educational packages now available for use in pre-school programs is entitled **"Safety Steps."** It is produced by Film Loops, Inc. of New Jersey. The state of Michigan has purchased a large number of kits for distribution to nursery and day care programs.

"Safety Steps" deals mostly with pedestrian safety, but it also includes material on safety belts and good in-car behavior. In the kit are a picture book, film strip, game materials, a teacher's guide with 18 lesson plans, and a safety belt with which children can practice.

For children 4 years of age and older, you can use a five-minute filmstrip entitled **"The Adventures of Beltman"** from the same company. It deals solely with safe behavior in a car and why and how to use a lap belt.

Learning Through Play

In the play area, set up a "car" and let the children make believe they are taking trips in it. Ordinary chairs in two rows of three can serve as seats. Put the safety belt from **"Safety Steps"** on one of the chairs so the children can practice with a real belt. Equip the other chairs with some kind of pretend safety belt made of cloth, ribbon, or paper. Once children have been exposed to the lesson material, encourage them to practice the behavior of buckling up for every ride.

For a change of pace, you could turn the car into an airplane or even a rollercoaster where people also buckle up.

Some children resist using a safety belt because they aren't tall enough to see out the window. While it is safer for a child to sit directly on the car seat, an acceptable compromise is to use a low, firm booster cushion (like a boat flotation cushion). Consider getting one or two of these cushions so the children will know what type is best to use and how to use it safely.

Many of your children will be small enough so that they are (or should be) still riding in a child restraint ("car seat"). It would be a good idea to include some child restraints in your pretend car. Perhaps you can borrow some car seats from families who no longer need them. Or, you might find local merchants who are willing to lend you a few in hopes that the good will and education the seats generate will lead to some sales. Be sure to accept only seats which meet maximum safety standards because **parents** will be learning from you, too. Consult the **"Family Shopping Guide for Infant/Child Automobile Restraints"** from the Office of Highway Safety Planning to see which car seats are safe.

If possible, get an **infant** restraint for your class to use. The children should learn that babies also must ride buckled up. Small children enjoy putting dolls and teddy bears in these restraints.

For more ideas on projects and activities for children, request a copy of the **"Safety Belt Activity Book"** from the Office of Highway Safety Planning.

Getting The Message Home To The Parents

Ideally, you would want to make a presentation to the parents before you start teaching the children. Parents who don't wear their own belts are not likely to buckle up their children, and neither are parents who are confused about how small children should be buckled up.

The most important points to get across to parents are these:

- Children very easily can be seriously hurt in a minor collision, or even just a sudden swerve or stop.
- Child car seats or lap belts will greatly reduce the possibility of serious or fatal injury to a young child in a car crash.
- Car seats and lap belts will improve significantly the behavior of children in a car and cut down on distractions for the driver.
- Even if children are restrained, adults in the car must use their safety belts. If they don't, the force of a crash could throw them into the children, causing serious or fatal injury.

Suggested materials:

- **"Car Safety: Don't Risk Your Child's Life"** (12-minutes) is a very effective and well-done film on the importance of protecting children in cars. Dramatic scenes showing what happens to infant and child dummies in crashes are included.
- **"Are You Convinced?"** (5-minutes, serious) or **"Do You Buckle Up?"** (8-minutes, humorous) are excellent films that cover briefly the why and how of safety belt use. If you use other films, make certain they have a **positive** approach, not one heavy on "blood and fear."
- **"Do You Care Enough About the Way Your Children Ride?"** is a very comprehensive booklet which tells how to safely restrain infants, toddlers, and older children. This plus the **"Family Shopping Guide,"** which lists safely-constructed child restraints on the market, will help you answer almost any question parents might have.

- Two other pamphlets also are recommended. The first, **"How Many of These Fairy Tales Have You Been Told?"** is designed as a coloring book. Children can color the fairy tale figures and take the pamphlet home as a gift for their parents. Or, parents can be given the pamphlet to give to their children. The second pamphlet, **"Safety Belt Roulette,"** is a very humorous "test" for adults of how well they know the reasons for wearing safety belts.

Once you start teaching the children, keep the parents informed as to what the children are learning and encourage them to reinforce the lessons in the family car.

Field Trips

If you have a firm "buckle up" policy on field trips (as you should), this will have great educational value for both parents and children. You also may be able to get a better deal on your insurance coverage.

If your program must regularly transport children under about 40 lbs. in weight, you may need to purchase a supply of car seats. You will find that **"A Detailed Review of Currently Marketed Infant and Child Restraint Devices"** from the Office of Highway Safety Planning can be an important help in deciding what will best fill your needs.

More Information

For more information on the educational materials described here and other items, including how to borrow or buy, write to the address below and ask for a copy of **"Recommended Audio-Visual and Printed Materials for Michigan's Motor Vehicle Occupant Protection Program."**

Office of Highway Safety Planning
Lansing, Michigan 48913
Phone: (517) 322-1942

APPENDIX "C"

List of Manufacturers of Child Restraints

LIST OF CURRENT MANUFACTURERS OF CHILD RESTRAINTS

1. **Restraint:** Bobby-Mac: Two-In-One Car Seat, Deluxe Car Seat, Super Car Seat

   Manufacturer/ Distributor: Bobby-Mac Company
   P.O. Box 209
   Scarsdale, NY 10583
   Attn: Quentin McDonald
   (914) 723-3442
   or
   Collier-Keyworth Company
   P.O. Box 528
   Gardner, Mass. 01440
   (617) 632-0120

   Sales Policy: Organizations needing quantities of restraints for their own use may order direct from either company. The Bobby-Mac Company will consider on an individual basis any request to sell their seats as a fund-raising project. Approval is not likely if the seats already are marketed in your community. No minimum order for dealer price.

2. **Restraint:** Bunny Bear Sweetheart II

   Manufacturer/ Distributor: Unilando-Bunny Bear, Inc.
   Nursery Lane
   Everett, Mass. 02149
   Attn: Bill Costanza
   (617) 387-3900

   Sales Policy: Bunny Bear will sell at dealer prices to organizations needing seats for their own use. They will consider on an individual basis sales to community groups which want to rent or sell their product.

3. **Restraint:** Ford Tot Guard

   Manufacturer/ Distributor: Ford Motor Company
   Parts & Service
   3000 Schaefer Rd.
   Dearborn, MI 48121
   Attn: Cliff Kelley
   (313) 323-0119

   Sales Policy: Ford will consider selling in quantity at dealer cost to organizations for their own use. Organizations wishing to sell or rent Tot-Guards must make arrangements with local Ford dealerships.

4. **Restraint:** G.M. Infant and Child Love Seats

   Manufacturer/ Distributor: General Motors Love Seats
   400 Renaissance Cente
   Suite 1200
   Detroit, MI 48243
   Attn: Robert Walker
   (313) 567-5190

   Sales Policy: GM will sell at dealer cost in minimum orders of 12 units to organizations needing seats for their own use or to sell. Groups wishing to rent their restraints must buy from local auto dealers or retailers.

5. **Restraint:** Kantwet Fitz-All Deluxe, Kantwet Care Seat, Dyn-O-Mite

   Manufacturer/ Distributor: Questor Juvenile Furniture ure Company
   1801 Commerce Drive
   Piqua, Ohio 45353
   Attn: Steve Goubeaux
   (513) 773-3971

   Sales Policy: Questor will sell to any organization in minimum orders of $125.00.

6. **Restraint:** Mopar Infant Safety Carrier and Child Shield

   Manufacturer/ Distributor: Chrysler Corporation
   Mopar Seat
   Parts Division
   P.O. Box 1718
   Detroit, MI 48288
   Attn: George Webster
   (313) 497-0668
   or
   Donlee Plastics
   2450 Finch Avenue, West
   Weston, Ontario M9M 2E9

   Sales Policy: Chrysler will not sell direct to organizations. The Mopar Shield is available **only** through Chrysler, Plymouth, and Dodge dealerships.

7. **Restraint:** Safe-N-Easy (# 13-203), Safe-N-Easy Recliner (# 13-313), Peterson Safety Shells (# 74 & # 75), Peterson Safe-T-Seat (# 78)

Manufacturer/ Distributor: Cosco Home Products
2525 State Street
Columbus, Indiana 47201
Attn: Jim Foss
(812) 372-0141
or
Perraut, Rooney, Pace, Inc.
5058 John R. Road
Troy, MI 48098
Attn: George Pace
(313) 689-5341
(This company handles Michigan distribution for Cosco.)

Sales Policy: Cosco will sell at dealer price to any organization needing restraints for its own use on orders exceeding $100.00. Requests from organizations wishing to rent or sell Cosco products will be considered on an individual basis. However, Cosco will not allow an established retailer to be significantly undercut in price. (Cosco has purchased the Peterson Company. All inquiries concerning Peterson products should be directed to Cosco Home Products, attention Jim Foss.)

8. **Restraint:** Strolee Wee Care Car Seat and Toddler Car Seat

Manufacturer/ Distributor: Strolee of California
19067 S. Reyes Avenue
Compton, CA 90221
Attn: Jerry Quast
(213) 639-9300

Sales Policy: Strolee is willing to sell in minimum orders of 12 or more units at dealer price to any organization for their own use. The company will consider selling to groups which want to re-sell their product. However, they will not allow established retailers in a community to be undercut significantly in price.

9. **Restraint:** Trav-L-Guard and Trav-L-Ette

Manufacturer/ Distributor: Century Products, Inc.
(eastern office)
1366 Commerce Dr.
Stow, Ohio 44224
Attn: Steve Saltzman
(216) 686-3000
or
(western office)
2020 E. 25th Street
Los Angeles, CA 90058
(213) 235-4133

Sales Policy: Century will sell at dealer price direct to any organization at a minimum order of eight units.

10. **Restraint:** Teddy Tot Astroseat VI
(soon to be marketed)

Manufacturer/ Distributor: International Manufacuring Co.
2500 Washington Street
Roxbury, Mass. 12119
Attn: Sumner Swig

Sales Policy: No sales position taken as yet.

Recently Discontinued Restraints

The restraints covered in this section have performed satisfactorily in dynamic tests and may yet be found in some stores. However, their manufacture has been discontinued within the past year or two.

Not covered in this document are the several restraints which provide adequate protection but which have been discontinued for several years. These are only to be found in "second-hand" situations. It is strongly recommended that preference be given to current models.

1. **Restraint:** American Safety Seat

Manufacturer/ Distributor: Swyngomatic/Graco
Children's Products, Inc.
Main Street
Elverson, PA 19520

2. **Restraint:** Posi-Test

Manufacturer/ Distributor: Hedstrom Company
P.O. Box 432
Bedford, PA 15522

3. **Restraint:** Infantseat Harness, Kantwet Car Seat (# 784, # 785, # 884, # 885); Kantwet Care Seat (# 985, # 986)

Manufacturer/ Distributor: Questor Juvenile Furniture Company
1801 Commerce Drive
Piqua, Ohio 45353

4. **Restraint:** Motor Toter

Manufacturer/ Distributor: Century Products, Inc.
(eastern office)
1366 Commerce Dr.
Stow, Ohio 44224
(216) 686-3000
or
(western office)
2020 E. 25th Street
Los Angeles, CA 90058
(213) 235-4133

5. **Restraint:** Teddy Tot Astroseat V

Manufacturer/ Distributor: International Manufacturing Company
2500 Washington Street
Roxbury, Massachusetts 12119

6. **Restraint:** Little Rider Harness

Manufacturer/ Distributor: Rose Manfuacturing
2775 S. Vallejo
Englewood, Colorado 80110

APPENDIX "D"

Application For Retailer's License (Sales Tax)

C-3400 (Rev. 12-77)

MICHIGAN DEPARTMENT OF TREASURY APPLICATION FOR REGISTRATION

This application is to be used in applying for a Sales Tax License, or a Use Tax Registration, and to register for Income Tax Withholding, and for the Single Business Tax. All applicable portions of this application must be completed. It must include signature(s) of all owners of the business. It is essential that a new application be filed whenever there is a change in ownership, such as a change from one individual to another, a change in partners, an individual or partnership incorporating, etc.

For the convenience of the taxpayer, the Federal Employer Identification number assigned by the Internal Revenue Service will be used to identify accounts with the Michigan Department of Treasury. If you do not have a Federal Employer Identification number, but will have employees, application for this number may be filed with your District Director of Internal Revenue. If you do not have a Federal Employer number at the time of registration, we will assign a Treasury number to you. When you are assigned a Federal Employer number, please include it on the next return filed with us. We will then discontinue the Treasury Number and use the Federal Employer number to identify your account.

SALES TAX

Any person who engages in the business of making sales at retail, of tangible personal property from locations in Michigan, will require a Sales Tax license. The license fee of $1.00 made payable to the State of Michigan must accompany the application.

USE TAX

Any person having no retail location in Michigan, who intends to sell or lease tangible personal property to Michigan customers from an out-of-state location must secure a Use Tax registration. Persons in Michigan making purchases or rentals from an out-of-state source, or persons selling services of telephone, telegraph and other leased wire communications or transient hotel and motel room rentals must secure a Use Tax registration.

INCOME TAX WITHHOLDING FROM EMPLOYEES

Every employer required to withhold Federal Income Tax from compensation paid to an employee is required to withhold Michigan Income Tax. An employee is an individual who performs services subject to the will and control of an employer both as to what shall be done and how it shall be done. For further clarification see Federal Employer's Tax Guide-Circular E.

SINGLE BUSINESS TAX

The Single Business Tax effective January 1, 1976 is a type of value added tax which includes components of compensation, interest and depreciation added to Federal taxable income to arrive at the Single Business Tax base.

The Single Business Tax is a specific tax on the adjusted tax base for every person with a business activity. A person whose allocated or apportioned annual gross receipts are less than $40,000 is not required to register and file returns. Taxpayers will include all business activities whether corporate or noncorporate (individual, partnership, co-partnership, joint venture, receiver, association, estate, trust or any other group or combination acting as a unit).

Persons exempt for Federal Income Tax purposes are exempt for Single Business Tax purposes except certain organizations who have unrelated taxable business income. Persons primarily engaged in the business of commercial farming are also exempt.

Please answer all questions that apply to your business. Incomplete information may delay processing. After completion send to:

MICHIGAN DEPARTMENT OF TREASURY
TREASURY BUILDING
LANSING, MI 48922

Phone: (517) 373-0888

APPLICATION FOR REGISTRATION

IMPORTANT *Please read both Instructions and Application carefully. Type or Print legibly, and complete all applicable items. Incomplete information will delay processing of your application.*

1. INDICATE TAXES FOR WHICH YOU WILL BE LIABLE, AND GIVE DATE THAT LIABILITY WILL BEGIN

- ☐ Sales Tax — Yr / Mo / Day
- ☐ Use Tax — Yr / Mo / Day
- ☐ Income Tax Withholding — Yr / Mo / Day
- ☐ Single Business Tax — Yr / Mo / Day

2. CORPORATION NAME/DIVISION NAME

3. LIST NAME(S) OF OWNER, ALL PARTNERS OR CORPORATE OFFICERS (Attach an additional list if necessary)

A. Name (Last, First, Initial)	Title	Residence Phone No.
Residence Address (street, city, state)	Social Security No.	Date of Birth
B. Name (Last, First, Initial)	Title	Residence Phone No.
Residence Address (street, city, state)	Social Security No.	Date of Birth
C. Name (Last, First, Initial)	Title	Residence Phone No.
Residence Address (street, city, state)	Social Security No.	Date of Birth

4. BUSINESS, TRADE OR ASSUMED NAME (if used) — Business Phone No.

5. ADDRESS OF MICHIGAN BUSINESS LOCATION OR PRINCIPAL OFFICE IN MICHIGAN. (street & number, city, state, zip) — County

Business Located in City? ☐ Yes ☐ No

6. MAILING ADDRESS: (To which all tax forms from this Department should be sent, if different from Item 5.)

Street & No.	P.O. Box No.	City & State	Zip Code

7. FEDERAL EMPLOYER IDENTIFICATION NO. _____ ☐ Applied For?

8. REASON FOR THIS APPLICATION IS

- ☐ Started a new business
- ☐ Added another location to an existing business
- ☐ Incorporated an existing business
- ☐ Purchased a going business
- ☐ Reinstated an old business (Old Acct. No.) _____
- ☐ Other (explain) _____

9. KIND OF OWNERSHIP FOR THIS BUSINESS IS

- ☐ Individual
- ☐ Stock Co. or Investment Club
- ☐ Corporation (Domestic)
- ☐ Corporation (Foreign)
- ☐ Husband & Wife
- ☐ Fraternal or Social Club
- ☐ Non-Profit Corporation
- ☐ Other (explain) _____
- ☐ Partnership
- ☐ Limited Partnership (attach copy of agreement)
- ☐ Government Agency (explain) _____
- ☐ Name Holding Corporation
- ☐ Trust or Estate

CONTINUE TO NEXT PAGE

10. IF A CORPORATION, GIVE STATE INCORPORATED IN _____

11. IF AN OUT-OF-STATE CORPORATION, ARE YOU REGISTERED WITH THE MICH. DEPT. OF COMMERCE ☐ YES ☐ NO

12. IF A CORPORATION, INDICATE WHICH FEDERAL INCOME TAX RETURNS WILL BE FILED

☐ 1120 ☐ 1120S ☐ 990C ☐ 990T ☐ Other _____

13. WILL YOU CLOSE YOUR BOOKS FOR THE YEAR ON DECEMBER 31

☐ YES ☐ NO (If No, give date) ____/____ Mo Day

14. IF SEASONAL BUSINESS, INDICATE DATES

Business Opens _____ Month Business Closes _____ Month

15. ANTICIPATED MONTHLY WITHHOLDING LIABILITY WILL BE

☐ Less than $50 ☐ $50 to $100 ☐ More than $100

16. ANTICIPATED MONTHLY SALES TAX LIABILITY WILL BE

☐ Less than $50 ☐ $50 to $100 ☐ More than $100

17. HOW MANY PEOPLE WILL YOU EMPLOY THAT ARE SUBJECT TO MICHIGAN INCOME TAX WITHHOLDING _____

18. NUMBER OF BUSINESS LOCATIONS IN MICHIGAN _____

If more than one, attach a list of names and addresses

19. ANTICIPATED ANNUAL GROSS RECEIPTS $_____. "GROSS RECEIPTS" MEANS RECEIPTS FROM:

(a) sales of inventory type items, (b) rentals or leases, or (c) performance of services, interest, royalties, etc. to the extent derived from business activities.

20. TYPE OF BUSINESS. Please indicate below your Major Business Activity:

☐ RETAILER	What Products will be sold at Retail?	Will you sell Beer Wine or Liquor? ☐ No ☐ Yes
☐ WHOLESALER	What Products or Rentals will be subject to Use Tax?	
☐ MANUFACTURER	What Products will be Manufactured?	
☐ SERVICE	What Services will be provided?	
☐ OTHER	Explain:	

21. IF GASOLINE STATION, GIVE BRAND NAME _____ NAME OF DISTRIBUTOR _____

22. ADDRESS OF DISTRIBUTOR _____

23. WILL YOU SELL DIESEL FUEL? ☐ YES ☐ NO

24. DO YOU OWN OR LEASE A DIESEL HIGHWAY TRACTOR? ☐ YES ☐ NO

25. WILL YOU SELL CIGARETTES? ☐ NO ☐ YES

IF YES, WILL YOU SELL TO: ☐ CONSUMERS ☐ RETAILERS FOR RESALE ☐ OTHER _____

26. WILL YOU OPERATE A CIGARETTE VENDING MACHINE? ☐ YES ☐ NO

IF YES, WHO OWNS THE MACHINE?

27. NAME OF THE PREVIOUS OWNER OF THIS BUSINESS _____ HIS TAXPAYER ACCOUNT NO. _____

28. WILL THE PREVIOUS OWNER REMAIN IN BUSINESS AND MAKE RETAIL SALES AND/OR HAVE EMPLOYEES IN MICHIGAN?

☐ YES ☐ NO

CONTINUE TO NEXT PAGE

29. Submit a Financial Statement, or answer Questions 29A thru 29D	MICHIGAN ASSETS & LIABILITIES		OUT-OF-STATE ASSETS & LIABILITIES	
	COST	BALANCE OWED	COST	BALANCE OWED
29A. Inventory Owned				
29B. Furniture & Fixtures, Autos, Trucks, Machinery & Equipment				
29C. Buildings & Land				
29D. Annual Rent Paid				

30. GIVE NAME AND TITLE OF OFFICER HAVING CONTROL OF, OR CHARGED WITH THE RESPONSIBILITY FOR FILING AND PAYMENT OF MICHIGAN TAX RETURNS _____

31. LICENSE FEE: (Sales Tax Applicants Only) $1.00 . . . . . $ _____

NOTE: A BOND MAY BE REQUIRED BEFORE A SALES TAX LICENSE IS ISSUED

32. SIGNATURE OF OWNER – TWO (2) PARTNERS – TWO (2) CORPORATE OFFICERS – AUTHORIZED REPRESENTATIVE

I hereby declare, under penalty of perjury, that I have examined this application and the statements made and answers given are, to the best of my knowledge and belief, true and complete.

X _____ Signature _____ Title _____ Date

X _____ Signature _____ Title _____ Date

33. GIVE NAME AND ADDRESS OF PREPARER OF THIS FORM IF OTHER THAN TAXPAYER

_____ NAME _____ PHONE NUMBER

_____ ADDRESS

APPENDIX "E"

Sample Rental Form

Sample
Infant / Toddler Restraint Rental Form

I hereby agree to lease one _____ (name of device) for a period not exceeding _____ months for a total charge of _____ dollars.

If this device is returned in good condition by _____ (specific date), _____ dollars will be refunded. If this device is returned late and/or in poor condition, a lesser amount will be refunded. The late charge will be _____ (amount) per _____ (week or month).

(Additional conditions should be listed here.)

I understand and agree that the rental service provided by the _____ (name of organization) is done as a public service in the interest of safety and that the _____ (name of organization) is not a dealer in these goods, nor is it an agent for any manufacturer or distributor of these goods. The _____ (name of organization) makes no warranty expressed or implied as to the fitness of these goods and assumes no responsibility for the consequences of proper or improper use of these goods.

The instructions for proper use from the manufacturer of this restraint device have been reviewed with me and I understand them. All straps, buckles, or other items necessary for the proper use of this restraint are provided.

In consideration of this rental, I agree not to sue the _____ (name of organization), or any member thereof, for damages of any sort resulting from the use of this _____ (name of restraint).

This agreement is binding upon my heirs, successors, or assigns.

_____ Signature of Lessee

_____ Date Taken

_____ Date Due

_____ Address

_____ Telephone

_____ Seat #

_____ Driver License #

_____ Name and Address of local friend or relative who will know your address if you move.

Condition of Restraint Device:

_____ Witness

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APPENDIX "F"

Sample Return Reminder Letter

Dear _____

Your infant restraint seat is due to be returned by _____. If your baby has already outgrown it, we would appreciate having it back early because other babies are waiting for seats.

We hope you and your baby have enjoyed using the seat. You have done something very important for your baby by teaching him or her that we always ride buckled up.

Have you decided how you will buckle up your baby after you return the rental seat? Now that you have established a good safety habit, you don't want to spoil it by allowing your baby to ride unprotected, even for a week. Once babies get used to riding unrestrained, it can be very difficult to buckle them up later.

We (do, do not) (rent, sell) forward-facing restraint devices for toddlers. (If you do offer restraints for toddlers, give details here.)

Enclosed is some information that might help you decide which child restraint would be best for you. If you have any questions, feel free to call me.

As a final word of caution, some restraints can't be safely used in some vehicles. A device may be too big for the vehicle seats or belts, or there may be no safe place to attach a top tether strap. Make certain the restraint will fit your vehicle and, if it has a top tether, that you have a place to attach it (such as a set of lap belts in the back seat or an anchor plate).

When you are ready to return the infant restraint, it would be a good idea to call me first to be sure I will be home to refund your deposit.

Sincerely,

Jane Doe
(Telephone Number)

APPENDIX "G"

A Guide For
The Publicity Committee

A GUIDE FOR THE PUBLICITY COMMITTEE

(Excerpted and paraphrased from *Publicity Handbook: A Guide for Publicity Chairmen*, copyrighted by the Sperry and Hutchinson Company.)

Basic Pointers For Publicity

1. **Be the only person from your group to contact news media.** Two members calling the same newspaper editor or program director are bound to bring conflict or confusion.
2. **Be quick to establish personal contact** with the right persons **at each** newspaper, radio and television station in your area.
3. **Be sure to write everything down.** Train your memory, but don't trust it.
4. **Be prompt** in meeting every deadline.
5. **Be legible.** Type news releases. Erase and correct errors. Don't use carbons, except for your own file copy.
6. **Be accurate.** Double check dates, names, places before you submit your copy.
7. **Be honest and impartial.** Give credit where due.
8. **Be brief.** Newspaper space and air time are costly.
9. **Be brave.** Don't be afraid to suggest something new if you honestly believe you have a workable idea. Media people welcome original ideas when they're practical and organized logically.
10. **Be business-like.** Never try to obtain publicity by pressure of friendship or business connections. Never ask when a story will appear. Never ask for clippings.
11. **Be appreciative** of all space and time given to your organization. The media giving it also have space and time for sale.
12. **Be professional.** Members of the press are always invited guests. Never ask them to buy tickets or pay admission. Arrange a special "Press Table" for large banquets.

If You Want to Start Slowly

Are you the worrying kind? Publicity is not a thing to lose sleep over. You can start slowly, and grow into the job one step at a time. Most people in charge of publicity start this way.

First, get acquainted with the newspaper, radio and television people in your area. Ask them how you should prepare a simple fact outline to suit their needs. (A professional can take a carefully prepared fact outline and write the finished copy.)

If prepared forms are not provided, use 8 1/2 x 11" plain white paper. Type your facts, double spaced, using one side of the paper only, just as you would for a standard news release. See the example below.

Name — John P. Jones
Phone — 555-4392
WHO: Jackson Child Passenger Safety Association
WHAT: Executive Board Meeting
WHEN: Thursday, October 11, 8:30 p.m.
WHERE: Foote Memorial East Hospital
WHY: To consider project plans for coming year; discuss proposal for school district "buckle up" policy.

When your publicity appears in print, clip it and study it. You'll soon find yourself wanting to go to the next step and write simple releases of your own. Try writing several without submitting them. This allows you to compare your news release with the copy that appears in the newspaper. Soon you'll be confident of your ability to organize facts and write your own releases.

Writing a News Release

Five points are important to a good news release: WHO, WHAT, WHEN, WHERE, and WHY. If possible a sixth, HOW, should be included.

It is important to get all these points in the first sentence or two, whether you're writing for newspapers or broadcasting. These first sentences are called the "lead." A good lead captures the attention of readers or listeners and makes them want to know more about your club's activity or project.

Now go into the details of your story. Each succeeding paragraph should be of declining importance. Professionals call this writing technique the "inverted pyramid." It permits editors to pick up the important facts of your story in the first few lines. Then, if they do not have space or time to use the whole release they can cut it from the bottom, where least important details are given. This is true of both print and broadcast media.

Use short words. Write short sentences, short paragraphs. Two sentences make a good paragraph in a news release.

Be brief. Almost every news release can be written on one or two double-spaced typewritten pages. Two pages double-spaced will fill about 12 inches one

newspaper column wide. This is a lot more space than most editors can give one item.

Always give exact date in a news release: "June 10" rather than "next Thursday" or "tomorrow." Specify "October," not "next month." Double check date and day of week on a calendar.

List the address as well as the name of a meeting place. Remember, you are writing for people who do not know.

Never use a word in a news release that you would not use in everyday conversation. Never use a ten cent word if you can think of a good five cent one.

Forget all about adjectives when you write a news release. Remember, beauty is in the eye of the beholder.

Don't say a tea table was lovely, or a speaker dynamic. If either is worthy of special mention, describe the table setting, or relate the gist of what the speaker had to say that was memorable.

Figures in your story? Always spell out numbers from one to ten, then use numerals from 11 on up. Never begin a sentence with numerals.

Never, Never Land

When you finished the draft of your story, go over it and cross out all the unnecessary adjectives and words.

Check every point of your story for accuracy. Never guess on dates, times, places or names.

Never mention door prizes, raffles or lotteries in a news release. Newspapers are sent through the U.S. mails, and the law forbids their use of such news.

The Final Question

Ask yourself: If I were not a member of my organization would this news interest me? If the answer is NO, tear it up.

If the answer is YES, you are ready to type your news release.

Typing a News Release

News releases should always be typewritten.

Use 8 1/2" x 11" plain white paper. This is standard business size. Odd sizes make an editor's job difficult. Use a good quality paper that can be handled without tearing. Never use onion skin or tissue weight.

Never send carbon copies. Carbons smear easily, causing possible errors in spelling of names or in dates and hours. They also make an editor's hands dirty! If you need numerous copies, mimeograph them. That lets editors know others are getting the same release, and they will rewrite it a little for individuality.

When identical individually typed releases are sent out, be sure to list at the top of the release just which newspapers and broadcast outlets are getting identical stories. **This is a must.**

Be sure to keep a copy of every release you send out.

Leave ample margins (1 1/2 inches) on each side of the paper.

Give full reference data in the upper left hand corner of the first page. This can be single spaced. List the name of your club, your name, street and city address. Be sure to list **your** phone number.

Next, type the release date in the upper right hand corner. Stipulate "FOR IMMEDIATE RELEASE" if at all possible. This means the editor or broadcaster can use it at once. If you must ask for a specific publication date, it should read "RELEASE AFTER 4:00 P.M., Thursday, June 10." "Hold" releases complicate an editor's task, so avoid whenever possible.

Always start typing your copy one-third of the way down the first page. The editor needs this space left open so he can write a head for your story and give other instructions.

The Body of the Release

Type double-space or triple-space on one side of the paper only. Indent each paragraph at least five typewriter spaces.

If your story must run more than one page, write "More" at the bottom of each page except the last. Always end each page with a complete sentence and paragraph.

When your release runs more than one page, type your club name at the top of each succeeding page. Drop down one inch below this and continue your story.

Type a few # # # under the final paragraph of the news release.

Many newspapers supply a style sheet on request, telling how they capitalize, abbreviate, spell and punctuate their copy. Follow the editorial style of each paper carefully.

Check your news release for absolute accuracy in typing. Make sure all names, dates, hours and places are correct.

If there are unusual names, put a small check over each one to let the editor know you have checked them for accuracy.

Never staple the pages of a news release. They must be separated in the news room, and may be torn in the process.

Pictures

Here, more than in any other phase of club publicity, you may need to budget some money.

Most weekly newspapers will accept and print pictures based on their news value. The newspaper may have its photographer make the pictures; or your organization may be asked to supply prints. Check with your local newspaper to find out exactly what its practice is.

Photographers will quote prices for their service in advance. If you do not know who the good local photographers are, your newspaper editor may be able to suggest several. Tell the photographer how many pictures you think you will need, when they can be taken, and how quickly you will need the prints. All these factors have a bearing on the price.

Plan your picture publicity carefully, hire a good photographer, and the modest cost will be money well spent.

Picture Requirements

Picture requirements are definite, paper by paper, but vary greatly depending on the makeup and budget of each one. Check with each paper to determine its needs and requirements. Then follow to the letter the directions for picture arrangement and size and finish of prints.

All pictures require advance planning by both the editor and the club publicity chairman. When you first contact an editor find out just how far in advance he or she schedules picture stories. Make note of this. Then, when you have a project you think merits picture coverage, call and tell him or her what you have in mind.

In general, the three B's for good news pictures are: Babies, Beasts and Beauties. To which we'd add a fourth: **Be doing something.** Don't just have your models sit or stand there. Work out action plans in advance, either through consulting with the editor or the photographer.

Be sure to check with the editor to find out how many people are preferred in any one picture. Two or three persons are generally the limit.

If you have any control in the selection of your photo subjects, select people who are photogenic.

Have your subjects wear simple, classic clothes. Wear light colors for a dark background, dark colors for a light background. Never photograph mature women in short sleeves or in profile. Avoid white gloves; they detract attention from faces in the picture.

Follow the photographer's suggestions for picture composition. A good photographer has this special knowledge; he or she may also have definite orders from the editor, if sent from a newspaper.

Be Ready to Work Quickly

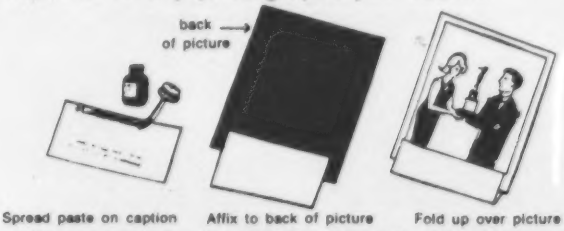
Have everything ready so the photographer can get to work quickly on arrival. The publicity chairman should be the contact, ready to answer questions and identify by name and title the people to be photographed. A typewritten list which may be kept is most helpful to a photographer.

If the photographer comes from a distance, send written instructions on how to find the place. Also give a telephone number where you can be reached in case of delay.

Photographers, like reporters, are always treated as guests at any function they cover. If food is served, be sure to offer it to them.

When You Send Pictures

Editors will tell you how to prepare and attach captions to any photographs you submit.



Spread paste on caption | Affix to back of picture | Fold up over picture face

As a general rule, the caption (identification of the subjects) is typed on a piece of plain white paper. Leave paste-up space at the top of the sheet. Then paste about one inch of the caption sheet to the bottom of the picture, attach it on the back, or reverse side, with the typing up. Fold the caption up over the face of the picture.

Never use a paper clip, and **never** write on the back of a picture. Either of these will likely damage the print finish, spoiling it for reproduction.

Radio and Television

Broadcast time is limited by the clock. Newspapers can expand their page numbers to conform to the needs of the day. But radio and television stations are limited to the hours they are licensed to be on the air. Thus, competition for air time is even more intense than for newspaper space. To merit a share of this time, your news must appeal to a wide audience.

Bob McBride, manager of WJBK-TV in Detroit, Michigan, offers these simple tips:

1. Know **why** you want the exposure. What are your goals? What will the publicity accomplish? What are your motivations? (You'd be surprised how many groups have ill-defined, misguided or unrealistic views of television exposure.)
2. Know the **right** people. Build and maintain relations with the Program Manager, News Director, Public Affairs Director, Public Service Director, Assignment Editor — whoever has the

working responsibility for the area you're interested in.

3. **Plan** stories. **Create** news. Be **on the alert** for the unusual, the interesting, the important. It's okay to develop a special piece for one medium or station; but with a general release, don't play favorites — set one release date and adhere to it.
4. Make it **local** and make it **timely.** Give your story as much "nowness" as you can and make it as locally meaningful as possible. Nearly all national stories have some local peg.
5. Make it **personal,** tell it in **human** terms, make it relate to people. (Stories about wage earners buying family cars are better than carmakers' sales figures.)
6. Make it visual. (Tired of hearing, "TV is a visual medium?" Trite but true!)
7. Make it easy for the TV people to handle. More than newspaper editors, TV editors are pushed from many sides under severe time pressures. Present story ideas that are easy-to-grasp, practical.
8. Present your idea several times: perhaps first by mail; then a phone follow-up; maybe a personal visit; then a reminder call. Be thorough and helpful without being a pest. (Neatest trick of the week! But it pays off!)
9. Validate statistics with the "why" and the "effect." Put stats in human terms. Use "People talk." Give meaning to cold figures. Try to deliver statistics **in advance** of release date, so editors can study them.
10. Trust your editor. Let him or her decide how your information or project should be treated. Give the editor all the facts you can, then let him or her do his or her job.
11. Follow through. Check up, see whether the station used your material — and **how** they used it. Let them know you know.
12. Maintain a steady flow of information: updates, progress reports, follow-ups.
    And, above all, be open and honest in your dealings with media people. Welcome inquiries, provide information. Build a relationship that benefits both parties.

Choose Your Talent With Care

Follow station suggestions for selecting people to represent your club on the air. For a radio show they are likely to suggest a person with a pleasant speaking voice, not given to nervousness.

Be sure the person is well informed on the subject to be discussed. A series of small cards with pertinent data offer a form of mental insurance against momentary lapses of memory.

Be sure the person interviewed understands the need to follow exactly the directions given by a program director. He or she will tell how to handle copy, how to speak into the microphone, and how to avoid unnecessary noise while on the air.

Television appearances require the talents outlined above plus a few basic rules of dress. Suits or dresses of soft, medium colors or pastels are best. Sharply contrasting patterns and colors, noisy bracelets, sparkling or highly polished jewelry are very bad.

Go light on make-up. Don't worry about glasses. The crew can arrange lighting accordingly, so wear glasses if you need them.

APPENDIX "H"

Sample News Releases

SAMPLE NEWS RELEASE FOR START OF PROGRAM

NEWS RELEASE IMMEDIATE USE

For more information:

Traverse Bay Area
Child Passenger Safety Association
Jane Doe, Chairperson
123 Meadowview
Traverse City, MI
(616) 555-5555

Many children in the (your city) area will be much safer because of a new project soon to be launched by the (your organization).

Called _____, the project is intended to increase the number of area children who are buckled up in child restraints ("car seats") while riding in motor vehicles. The (organization) will be telling parents how important restraints are and will be renting infant restraint seats to area residents.

"Car crashes are the leading cause of death to young children," said (spokesperson) of _____. "But safely-constructed child restraints can reduce or prevent most of these tragedies. The problem is to convince parents of the need to use these restraints and then help them get good ones. That's what we're going to do."

(Spokesperson) pointed out that in 19__, __ children four years of age or younger died while riding as passengers in automobiles on Michigan highways. Another ___ youngsters in this age group were reported as injured. (Check current Michigan State Police statistics for these numbers.)

"But the total number of injuries is actually much higher," (spokesperson) said, "since many young children are hurt in sudden stops or swerves. These injuries are often not reported to the police."

"If more people knew how effective child restraints are in protecting their children, we are certain more children would be buckled up," (spokesperson) continued. "A safely constructed car seat can reduce the probability of death in a crash by more than 95%. The probability of serious injury can be reduced more than 78%."

Here in (city, township, or county), a recent survey by the (organization) showed that only ___% of the infants observed were riding in safe infant car seats. And only ___% of the children between one and four years of age were properly restrained. (Add any other percentages developed in the survey.)

As part of its informational effort, the (organization) will be distributing materials developed by the Michigan Traffic Safety Information Council and the Office of Highway Safety Planning. These items explain why buckling up children is important and describe the best protection for children of all ages. Advice also is given on how to get children used to riding in a car seat.

"Once parents...or other relatives...decide to get a restraint for their child," (spokesperson) said, "they are confused as to which of the many models on the market is best. To help them make a good selection, we have available a shopping guide which lists all the safe, crash-tested restraints for infants and children up to four or five years of age. (We also can tell where these restraints can be purchased in our area and at what prices.)"

Since some people may resist buying a car seat because of the cost, a major part of the (program name) program is loaning seats for a small rental fee.

"When you consider that your child's life could depend on it," (spokesperson) said, "car seats are not that expensive. Prices for good, safe models range from $50.00 down to $18.00. But we will have (number and type) infant seats which can be rented by anyone in our area for (cost) for nine months (or until the baby outgrows it)." (If any of the seats were donated, the benefactors should be mentioned.)

For more information, parents can call _____.

SAMPLE OF A NEWS RELEASE WHICH CAN BE USED WHEN A PROPERLY RESTRAINED CHILD IS UNHURT IN A CRASH

NEWS RELEASE IMMEDIATE USE

For more information:

Jean Jewett,
Office of Highway Safety Planning
Lansing, Michigan - Ph: 517/373-2930

This will be a happy Christmas for six-month old Jeremy Sawyers of Lansing.

Jeremy was safely buckled into a child restraint seat when his mother's car was struck broadside by a large truck. He was the only one in the car not injured.

"People were really tossed around and there was glass all over," reported the baby's grandfather, "but Jeremy didn't have a single scratch or bruise. He didn't even cry. We sure are glad he was buckled up."

None of the three adults in the car had on a safety belt. The baby's mother, who was driving, received minor head injuries and a broken pelvis. The right front passenger suffered minor injuries as she was thrown into the back seat, causing a broken arm to the passenger behind her.

"Thousands of young children are injured and many killed in traffic accidents each year in Michigan because they were not protected by a restraint device or a lap belt," said Ron Bos, Deputy Director of the Office of Highway Safety Planning.

He explained that a safely constructed restraint device, like the one that protected Jeremy, can cut the risk of fatal injury in a crash by more than 95%.

Bos pointed out that the child under four is much better protected by a child restraint device which has a five-point harness or a shield than by an adult lap belt. But if a shield or harness isn't available, he added, a snug lap belt can give very important protection.

"It is also important for parents to remember," said Bos, "that unless they wear their own safety belts, they could be thrown into a child, causing serious or even fatal injuries."

State Police Sergeant Miller Richter says it makes him angry to see parents holding children on their lap, or letting them climb all over in the car. "If you understand what can happen in a crash, then you know it is just plain crazy not to protect children with child restraints or lap belts."

# # # #

(NOTE TO EDITOR: This crash occurred on November 15, 1977, near Portland. It was investigated by the Ionia Post of the State Police.)

APPENDIX "I"

Procedures For Observing The Use of Child Restraints

PROCEDURES FOR OBSERVING THE USE OF CHILD RESTRAINTS

Purpose

A very important element of the state's effort to increase the use of infant and child restraint devices is the development of a reasonable estimate of how many young children now are **not** protected by any restraint when riding in a motor vehicle, how many are riding in unsafe restraints, and how many are in restraints not properly used. If developed on a community by community basis, such information will generate considerable local publicity and increased awareness of the need to safely restrain young children. This will lead to some increase in restraint sales, but more importantly it will motivate many individuals and organizations to become directly involved in supporting existing informational and loan program activities or even undertaking such activities themselves. Finally, this information will provide a benchmark to measure the effectiveness of both local and statewide programs on child restraints.

The procedures described here and the orientation provided in the slide program **"How Do The Children Ride?"** will prepare your organization to conduct an effective survey. Ultimately, your efforts will result in fewer children being seriously or fatally injured in motor vehicle crashes in your community.

Getting Ready To Observe

Before the members of your group can make accurate observations of child restraint use in the community, they must learn to recognize what they will be seeing. They also must understand why it is important to restrain children . . . and adults . . . and how restraints work. Several items are available for this purpose. (See Appendix J for full descriptions.)

Printed Material

Your first step is to ask your observers to review the following materials. If they are familiar with this information, the slide program and instructions for observations will be more easily understood.

1. **"Do You Care Enough About The Way Your Children Ride?"**
2. **"A Family Shopping Guide To Infant/Child Automobile Restraints"**
3. **"Which Child Restraint Is Best For My Child?"**
4. **"A Detailed Review of All Currently Marketed Infant and Child Restraints"**
5. **"How Many of These Fairy Tales Have You Been Told?"**

Audio-Visual Materials

1. **If you have the time and a projector, consider showing the film strip "Do You Care Enough"** or the movie **"Don't Risk Your Child's Life."** Either will be a positive and instructive experience, but they are not "essential."
2. **"How Do The Children Ride?"**

   This is a very comprehensive slide program designed to provide all the information needed by observers. It shows all the safe restraints now being marketed, how they should be used, and how they frequently are misused. It also shows the most common unsafe restraints. Finally, it shows how to fill out the survey form and takes the observers through a practice session.

   Ideally, you should show the slide program after your observers have had a chance to review the printed materials. Then, let them practice on their own for a day or two. Just before the real survey is to start, show everyone the slide program again and iron out any confusion that may have developed.

   "How Do The Children Ride?" is available only for loan to your group, and its return to the Office of Highway Safety Planning as soon as you have finished with it would be very appreciated. There are only a limited number of copies in circulation and many organizations are on our waiting list.

   If another groups wants an audio-visual presentation on child restraints, the movie or filmstrip can be made available. See Appendix J for information.

Hands-On Experience

Your observers will understand child restraints better if they have a chance to handle a few different models and perhaps even practice installing some in cars. Try borrowing some restraints from families you know (but only if the children won't be needing them) or from a local store. Most merchants will be very happy to cooperate, especially if they might get some positive publicity. If neither possibility is viable, take your group to a store which carries a large selection.

Whenever you are in a store which carries child restraints, compliment the management for the safe restraints they carry. If they also have some not-so-safe restraints, bring this to their attention and urge them to discontinue sales of those items in the interest of public safety. Offer the store copies of all the informational materials. Also urge them to merchandise their child restraints more aggressively by increased advertising and a more prominent in-store display.

Choosing An Observation Site

The list of possible sites on the back of the survey form will give you some good ideas as to the places that should produce accurate observations of large numbers of young children. You may identify other locations.

Of all possible criteria, the most important element in site selection for child restraint observations is whether cars must come to a stop. It is unlikely that you can make accurate observations of children in a rapidly moving vehicle.

Don't forget to ask permission to observe, if you will be standing on private property.

Interaction With Subjects

As an observer, your job is to make as many observations as possible within the time available. Therefore, you should try to be as inconspicuous as possible and avoid conversations. If someone asks you what you are doing, however, just say: "I am with (your group) and I'm conducting a survey on child restraints for the Office of Highway Safety Planning in the Department of State Police. We want to find out how many children in our community are being protected by safety belts and child restriants."

If you are asked for information on child restraints or safety belts, you can provide copies of the handout materials if these are available. But always emphasize that you are a volunteer and that other people might be able to give more accurate information. Offer to take a name and address and have information sent, or suggest that they write to the Office of Highway Safety Planning, 7150 Harris Drive, Lansing, Michigan 48913.

Under certain circumstances you may feel it to be necessary to initiate a conversation with a parent. For example, you might want to interview a driver to find out how old a child is or what kind of child restraint is being used. This is fine as long as it doesn't take too much time. As a general rule, however, make the best guess you can and avoid conversations.

Filling Out The Survey

Observed Use Data (Side 1)

1. **Age of children**

   The survey form itself is divided into 3 basic categories: (1) infants — from birth until they can sit up alone (anywhere from 6 to 12 months of age); (2) young children — from the time they can sit up to about 4 years of age or about 40+ pounds; (3) school age children — ages 4 to 14 years.

   For children in the first two categories, you'll be checking to see if they are in restraint devices. Older children, category 3, should be in safety belts.

   It may be difficult to accurately estimate the age of a child, especially in the 3 to 5 year range. Just make the best guess you can. A certain percentage of error is expected.

2. **Is It A Safe Restraint?**

   Count in the "safe" category any device carrying an **infant** which is listed on the **"Family Shopping Guide."** Any other device should be counted in the "other" category.

   All safe restraints for young children **between about 9 months and 4 years** of age which are now or were recently on the market are listed in the **"Family Shopping Guide."** However, you may encounter some older models not listed which also give adequate protection. A reliable "rule of thumb" to follow is this: any forward-facing restraint which has a shield or a 5-point harness can be considered "safe." Conversely, any unfamiliar device which does not have a shield or 5-point harness should be counted in the "other" category.

3. **Spotting Correct or Incorrect Use**

   The more familiar you are with restraint devices and how different models are installed, the easier will be this determination. But there are certain specific items for which to look.

   With **infant** restraints, the signs of incorrect use are:

   - restraint facing forward;
   - harness not used;
   - lap belt not used to anchor device.

   With **child** restraints, look for:

   - harness not used;
   - lap belt not used;
   - top anchor strap loose or not attached (you'll have to know which devices have a top anchor);
   - child too large or small for proper use of the device.

   Three restraints, however, deserve special comment.

   First, the **Peterson Safety Shell.** This seat uses the harness or the shield, depending upon the size of the child. It also may be purchased with an optional "booster base" to allow a child to more easily see out of the windows. If the booster

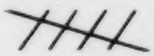
base is being used, a top tether strap which comes with the base **must** be properly anchored.

Second, the **Bobby Mac 2-in-1** and **Deluxe seats.** For infants riding in the backward-facing, semi-reclined position, only the harness is used. When used in the forward-facing position, **both the harness and the shield must be used.**

Third, the new **Strolee Toddler Seat.** This restraint is very similar in appearance to the Strolee Wee Care Car Seat, except that it does not have an armrest and is designed to provide adequate protection without a top anchor strap.

4. **How to Record Observations**

Each child you observe clearly should be recorded in the appropriate box with a short vertical line. The fifth, tenth, fifteenth, etc. child in each category should be recorded with a horizontal line through the previous four.

Example: 

When you have completed the survey, tally each box and write the number in the small box in the lower right hand corner of each section.

If there is a restraint device in the car but the child is not sitting in it, record that observation as "child not using." Do **not** record this child again in the "unrestrained" box.

Older children who will wear only lap belts may present an observation problem unless the car stops. Watch when they get out of the car to see if they unbuckle.

If you cannot be certain how a particular child is riding, don't guess. Record such observations as "can't tell."

Finally, any child held on the lap of an adult with one safety belt around both of them should be recorded in the box for "safety belt: incorrectly used."

Site Information (Side 2)

On the back of every survey form is a section which must be filled in completely and carefully.

Item 1 will tell us the type of place at which the observations on the reverse side of the sheet were taken. If you do not find an accurate description among the choices listed, check the box for "other" and explain.

Item 2 will help us precisely locate the observation point on a map.

Items 3 and 4 will give us the basic weather and road conditions. It is important since very hot or very cold weather may discourage parents from putting their child in a restraint.

Next, we need to know your name, the name of your group, and where to contact you if we have any questions about any of the information you recorded.

Additional Comments

The final item on Side 2 of the survey is labeled "Comments." In this space, give us any information you think might have a bearing on what you observed. For instance, were many of the children or parents you observed recently exposed to a safety belt educational program? Does the physician or health clinic in whose parking lot you conducted the survey distribute safety restraint materials and/or recommend the use of restraints? Is there a child restraint loan program in your community?

How Do We Get Good Media Coverage?

The fact that your group is concerned enough about the problem of child safety to undertake a training program and a subsequent survey is **news,** even before you get any results.

As a first step, call or visit the local newspaper and radio/TV stations. Explain the problem and what your group plans to do. Give them all printed materials and invite them to send a reporter to cover the training session. Any reporter who does attend will have a much better understanding of the situation and will generate a much more effective story. Urge the reporters to accompany your observers for part of the survey; the photo opportunities are excellent and there might even be the possibility of interviews with parents whose children are in safe restraints.

For additional story angles, urge the reporters to talk with emergency room physicians about the children they have to treat after auto accidents and with physical rehabilitation specialists who work with youngsters who have been temporarily or permanently disabled.

When you have completed the survey and tabulated the results, contact the same reporters for follow-up stories.

The Wrap Up

When your survey is complete and the results have been announced locally, please send to the Office of Highway Safety Planning the survey sheets for our review. We also would like comments about how well the training materials worked, whether the observers had any special difficulties, and any suggestions you would offer to the next groups to undertake surveys. If possible, also send copies of any local publicity you received.

OBSERVED USE OF CHILD RESTRAINTS

Birth To Sitting Up Alone

1. Infant Restraints
   A. Correctly Used
   B. Incorrectly used
   C. Child Not Using
   D. Can't Tell

2. Travel Beds or Infant Carriers Not Designed for Auto Use

3. Lap-Held

4. No Restraint

Sitting Up To 4 Years or 40+ Pounds

5. Safe Child Restraints
   A. Correctly Used
   B. Incorrectly Used
   C. Child Not Using
   D. Can't Tell

6. Other Restraints
   A. Correctly Used
   B. Incorrectly Used
   C. Child Not Using
   D. Can't Tell

7. Safety Belt
   A. Correctly Used
   B. Incorrectly Used

8. Lap-Held

9. No Restraint

4 to 14 Years

10. Safety Belt
    A. Correctly Used
    B. Incorrectly Used

11. Unrestrained

OBSERVED USE OF CHILD RESTRAINTS

(Site Information)

(1) Where did you observe? (Check one of the following)

- ☐ day care center
- ☐ nursery school
- ☐ grade school
- ☐ shopping center
- ☐ highway rest stop
- ☐ church
- ☐ pediatrician's office
- ☐ amusement center or park
- ☐ restaurant
- ☐ gas station
- ☐ other _____

(2) Address: Street _____

City _____

Nearest Cross Street _____

(3) Temperature:

- ☐ hot and sticky
- ☐ warm — no jackets needed
- ☐ cool — light jackets
- ☐ cold — warm jackets, snowsuits

(4) Road conditions:

- ☐ dry
- ☐ wet
- ☐ snow or ice covered

Observer's name _____ _____

Organization _____

Observer's address _____

_____

Telephone _____

Date of Observation _____

Comments:

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APPENDIX "J"

Recommended Audio-Visual And Printed Materials

AUDIO-VISUAL MATERIALS

The first six items are available for purchase through **Film Loops, Inc.**, P.O. Box 2233, Princeton, New Jersey 08540 (609-921-2020).

DO YOU CARE ENOUGH?

Content:

This is a 7-minute filmstrip with silent-sync audio cassette aimed at expectant and new parents. In it a young couple tells why and how they selected an infant car seat for their new baby, how it saved the baby's life, and what they will need when the baby is older. This also is suitable for demonstrating to general audiences the importance of child restraints. Ten posters reinforcing the message come with each kit.

Several printed items have been designed for use with this filmstrip: "**Do You Care Enough About The Way Your Children Ride?,**" "**Family Shopping Guide To Infant/Child Automobile Restraints,**" and an Instructor's Guide.

Use and Availability:

- Pre-natal, post-natal, parenting workshops, etc. One filmstrip kit (or Commpac cartridge) will be distributed without charge through a series of workshops to each hospital and/or hospital auxiliary association in Michigan. Similar offers will be made to all Childbirth education programs and county health departments.
- Child development classes, home economics classes, driver education classes. Copies will be made available through 24 regional education media centers in intermediate school districts around the state.
- Doctor's offices. If a physician wishes to have a kit available for viewing by patients, single units may be purchased from Film Loops at their special bulk rate.
- General audiences. Preview sets may be borrowed from the Office of Highway Safety Planning.

Price:

Regular Single Unit Price $50.00
Special Bulk Price $25.00
(Commpac cartridge is $10.00 extra per unit.)

Extra Posters

"Get a Shot . . .and a Seat" and "Your Baby Is Breakable . . . Use a Safe Infant Car Seat" .....(price depends on quantity)

SAFETY STEPS

Content:

This is a safety education kit for ages 3 through 5. It suggests 18 lesson plans, with many additional possibilities. The concentration is on pedestrian safety, with a strong introduction to safety belt use. It contains a picture book, filmstrip, teacher's guide, a 45-rpm record with songs, a real automobile lap belt, matching cards, and game materials.

Use and Availability:

- Pre-school. A free kit will be offered to every nursery school and day care program in Michigan which sends a representative to one of a series of regional workshops.
- Preview sets may be borrowed by any interested organization from the Office of Highway Safety Planning.

Price:

Regular Single Unit Price $80.00
Special Bulk Price $49.50

THE ADVENTURES OF BELTMAN FILMSTRIP (Passenger Safety)

Content:

This is a filmstrip with silent-sync audio cassette designed for kindergarten and grade one. (Also available on Commpac cartridge at an extra $10.00 per unit.) It teaches the use of safety belts and other important in-car behavior. Also included is an instructor's guide, "**Beltman**" stickers to put on safety belts, and a real auto safety belt.

Use and Availability:

- A limited number of units will be available for brief loans through the Office of Highway Safety Planning.
- An as yet undetermined quantity may be distributed to hospitals and public health clinics for use i pediatric programs.

Price:

Regular Single Unit Price $50.00

THE ADVENTURES OF BELTMAN PEDESTRIAN AND PASSENGER SAFETY PROGRAM

This package is a combination and modification of the previously described "**Safety Steps**" and "**Beltman**" programs. It can be ordered with a very wide range of teaching materials suitable for children from as young

as 4 to as old as 8 or 9 years. This package as ordered by Michigan includes a "make your own filmstrip" kit and "**Beltman**" iron-on transfers, among other items.

Use and Availability:

- Schools. Loan copies will be available to schools through the regional education media centers. Districts which send representatives to a series of workshops will receive a set for their permanent use.
- Police officers. State Police and local safety officers will be provided with copies to use with groups of young people.
- A limited number of units will be available for brief loans through the Office of Highway Safety Planning.

Price:

Regular Single Unit Price $105.00
Special Bulk Rate Price ..... $ 82.00

DO YOU BUCKLE UP?

Content:

Designed for grades 2 through 6, this is a very humorous presentation debunking all the excuses people have for not wearing safety belts. There is an 8-minute movie (16mm or 8mm cassette), a filmstrip to review the movie's main points, and a teacher's guide.

Use and Availability:

- Schools. These will be distributed to the regional educational media centers for loan to all schools.
- Police officers. All State Police and local safety officers will have copies to use in their presentations to young groups.
- General audiences. A limited number of copies will be available for brief loans to various groups through the Office of Highway Safety Planning.

Price:

Regular Single Unit Price $85.00
Special Bulk Price $60.00

ARE YOU CONVINCED?

Content:

This is a 5-minute (16mm or 8mm cassette) movie designed to teach high school and adult audiences the importance of safety belts. This is not a "blood and fear" film. Instead, it is a very positive presentation punctuated dramatically by people riding the safety belt convincer. It includes four posters and a teacher's guide.

Use and Availability:

- Schools. These will be distributed to the regional educational media centers for loan to all schools.
- Police officers. All State Police and local safety officers will have copies.
- General audiences. This film will be available for loan through a number of "umbrella" organizations and through the Office of Highway Safety Planning.

Price:

Regular Single Unit Price $75.00
Special Bulk Price $45.00

SAFETY BELTS: FACT OR FICTION?

Content:

This is a slide program with silent-sync audio cassette. It takes about 12 minutes and offers a very low-key discussion of the myths surrounding safety belts. All the slides are illustrated. An instructor's guide is included showing all the slides with the accompanying script.

Use and Availability:

- General audiences. This is the best suited for adult audiences. A presentor would have the flexibility of running it "as is," substituting his or her own voice for the recorded script, or even lifting out certain slides and creating a shortened version with personal narration.

The package may be purchased by writing the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

A limited number of these sets are available for brief loan through the Office of Highway Safety Planning.

Price:

Approximately $15.00

SAFETY BELTS — HOW EFFECTIVE ARE THEY?

Content:

This is a filmstrip with an audio cassette having both an audible pulse and a silent pulse track. Running time is approximately 30 minutes.

The content consists primarily of photographs of auto crashes investigated by the University of Michigan's Safety Research Institute. The narrator describes the accident, the use or non-use of restraints by the occupants, and the consequences. Graphic but not gory.

Use and Availability:

- Schools. Copies will be available for loan to high school driver education programs through the regional educational media centers.
- Police officers. State Police safety officers will have copies for use in presentations.
- General audiences. Copies will be available for preview loans through the Office of Highway Safety Planning.

This package may be purchased from the Michigan Driver and Traffic Safety Education Association, Office of the Secretariat, 70 Kellogg Center, Michigan State University, East Lansing, Michigan 48824.

Price:

$25.00 per unit

CAR SAFETY: DON'T RISK YOUR CHILD'S LIFE

Content:

Lasting 12-minutes and produced in color, this is the best currently available movie on the subject of child restraints. Dramatic crash test footage is included to graphically illustrate the forces involved in an auto crash. Safe restraints for infants and toddlers are shown, along with advice on protecting the school-age child.

Use and Availability:

- Prenatal classes, childbirth education, parenting workshops, postpartum instructions, etc.
- General audiences.

Copies of this film are available for loan through the Office of Highway Safety Planning.

To purchase your own print, contact Physicians for Automotive Safety, Communications Department, 5 Eve Lane, Rye, New York 10580. (PAS also has handout material for sale; request samples and price list.)

Price:

16 mm reel $150.00
Super-8 cassette $165.00
Videotape $145.00

CHILDREN AND INFANTS IN CAR CRASHES: RESTRAINED AND UNRESTRAINED

Content:

A very dramatic 10 minute color film. Silent test crash footage shows how unrestrained infants and children are injured in crashes. Also shows how effective lap belts are in preventing injury, even to very young children. Does not demonstrate the performance of infant and child restraint systems ("car seats").

Use and Availability:

Suitable for any audience, but must be part of a presentation. Since it has no audio, someone must be prepared to lead a discussion.

Several copies are available for loan through the Office of Highway Safety Planning. A copy also may be borrowed or purchased from the Insurance Institute for Highway Safety, Watergate Six Hundred, Washington, D.C., 20037.

Price:

16 mm reel $90.00

UFO — UNRESTRAINED FLYING OBJECTS

Content:

This is a 15-minute color film which represents the reasons for using safety belts and child restraint. Also covered are air bags and automatic belts. Frequent use of simulated crash and actual crash footage. General Motors first produced this movie in 1966; the version now available was finished in 1978.

Use and Availability:

Suitable for high school driver education classes and adult audiences.

Copies are available for loan or purchase ($50 per copy) through the General Motors Public Relations Film Library, 3044 West Grand Boulevard, Detroit, Michigan 48202.

Copies also may be available through regional educational media centers for driver education instructors.

HOW DO THE CHILDREN RIDE?

Content:

A 30-minute slide training program for student or community groups. It is designed to quickly prepare volunteers to conduct accurate surveys of the use of child restraints in a community.

Use and Availability:

This slide program is available only on loan from the Office of Highway Safety Planning.

PRINTED MATERIALS

The following materials are or will be available through the Michigan Office of Highway Safety Planning.

"Do You Care Enough About The Way Your Children Ride?"

This is a comprehensive booklet which describes how to safely transport children of all ages. It is for distribution in hospitals and other health-care environments where in-depth discussion and/or presentations of the child restraint filmstrip **"Do You Care Enough?"** are possible.

"Family Shopping Guide to Infant/Child Automobile Restraints"

This pamphlet covers the most important points of the comprehensive booklet and gives an up-to-date listing of safely-constructed restraint devices. It is available for distribution by any organization. Available in an 8½" x 14" single sheet format or as an 8-panel pamphlet.

"Loan A Seat For Safety"

This is a complete "how-to-do-it" manual for starting and running a child restraint loan program. It is available upon request to any group or industry.

"A Detailed Review of Currently Marketed Infant and Child Automobile Restraints"

A thorough, illustrated pro/con discussion of all the safe restraints now on the market.

Instructional Guides for Pre-natal, Post-natal, Pediatric, and General Practice Health-Care Situations. This material covers staff orientation, program conduct, and evaluation possibilities for infant/child auto safety activities.

"How Many Of These Fairy Tales Have You Been Told?"

For use in elementary programs with **"Beltman"** or **"Do You Buckle Up?"** This is a coloring book pamphlet which reinforces the messages of those audio-visuals and can be taken home as a gift for parents. It also reinforces the message of **"Are You Convinced?"** and can be taken home by parents as a present for children.

"Safety Belt Roulette"

For use with the **"Do You Buckle Up?"** program for elementary students, and with the **"Are You Convinced?"** program for high school and adult audiences. This also is useful for pamphlet rack distribution.

"How To Save Money . . . And People"

A programmed learning pamphlet covering child restraints and safety belts. For use in high school programs and in employee education programs.

"The Motor Vehicle Occupant Protection Fact Book" (Planned)

This comprehensive booklet will present very useful background information on safety belts and child restraints for informational program instructors.

"Protecting Your Assets: A Program for Government and Industry to Reduce Losses from Automobile Accidents by Increasing the Use of Safety Belts"

This manual explains how to create and implement an informational program using materials available through the **Motor Vehicle Occupant Protection Program** and the federal government. It also provides a sample survey and extensive information on safety belt use policies.

"Safety Belt Activity Book"

This is a reprint of an excellent booklet produced by the federal government giving elementary teachers a variety of projects with which to teach children about the importance of safety belts.

"Car Pools and Field Trips"

This is a simple pamphlet giving important advice to parents who want to organize a car pool to transport their children. It is very appropriate for distribution through schools, day care centers, and nursery school programs.

"Teaching Pre-schoolers About Safety Belts and Child Restraints"

A simple "how to do it" guide for helping young children (and their parents) understand the importance of being restrained in a car.

In-Car Stickers ("Safety Belt Use Required In This Vehicle")

These three-inch x five-inch stickers are for installation in state-owned vehicles. They also will be available for limited distribution to businesses and local governmental units which adopt safety belt use policies. Single copies are available on request.

Parking lot signs: "We Need You . . . Buckle Up"

These heavy aluminum 18" x 24" signs in red, white, and blue effectively and attractively reinforce an employer's concern for the safety of workers. Designed for placement at the exits of parking lots, they may be purchased from Michigan State Industries by governmental units. Other employers may be able to purchase signs from the Michigan Association for Traffic Safety.

"Michigan's Motor Vehicle Occupant Protection Program"

Every program needs a pamphlet to describe what it is all about, and this pamphlet serves that role. It provides the rationale for Michigan's effort, details the informational materials designed for the various target audiences, and suggests specific actions for individuals and organizations to undertake.